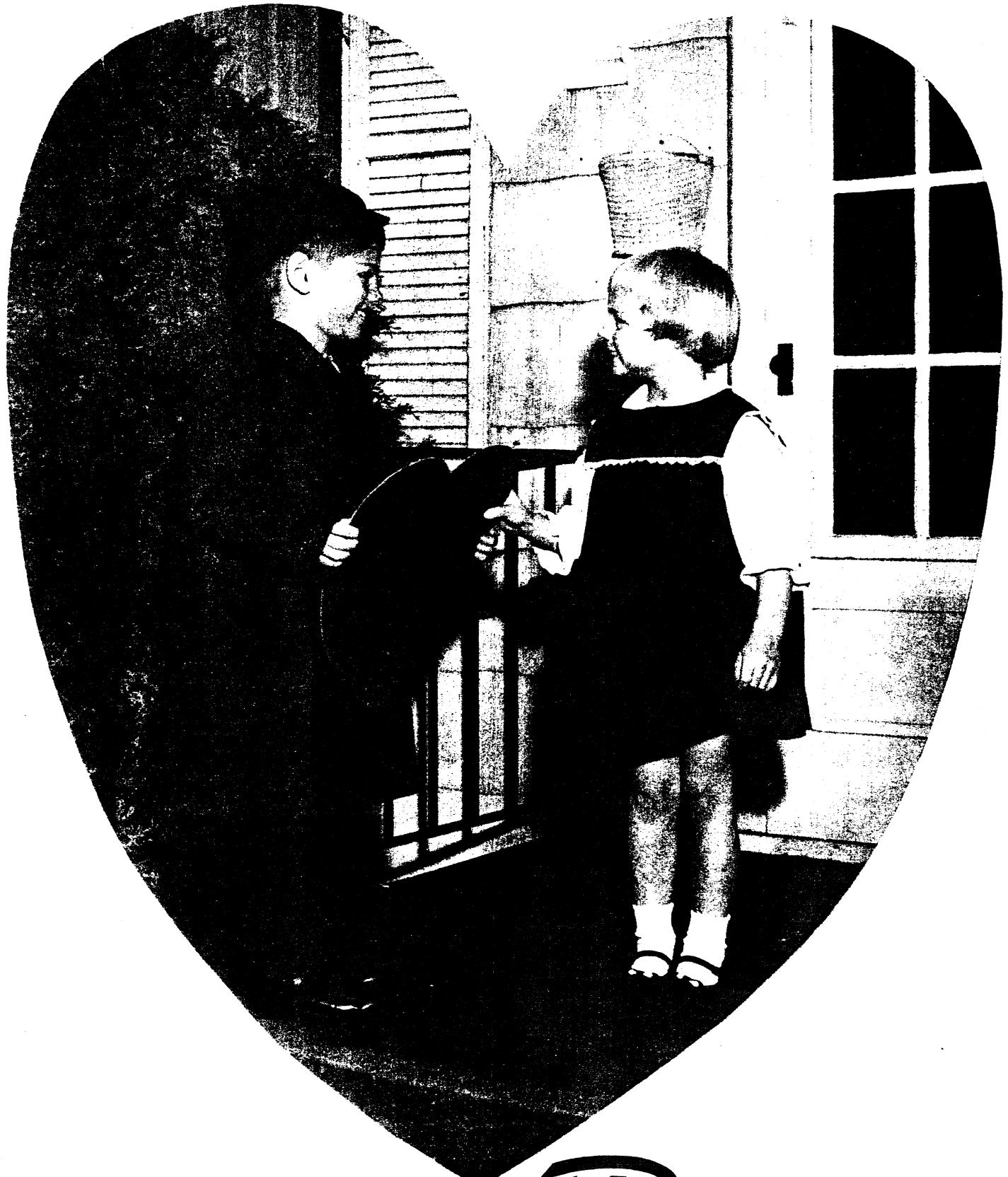


SHEAFFER'S



Review

JANUARY - FEBRUARY 1962

President's Report

WITHIN the last couple of years, our operations have undergone a number of changes. This has come about as we worked hard to improve both our organization and our products. In all cases, the ultimate aim has been to offer products the consumer wants and to keep moving ahead in the face of the tremendously competitive conditions that exist in our industry.

There is a tendency on the part of every individual and every organization to resist change. Things are always more comfortable the way they are. But the writing instrument market has undergone some major upheavals and the only alternative to changing with it would be to move steadily downhill.

We cannot begin to say that the changes in our methods of doing business are completed. In fact, many couldn't even be foreseen at this time. By the same token, of course, we cannot make changes merely for the sake of doing things differently. We must plan where we want to go and then decide, to the best of our abilities, how the company can best reach those objectives.

* * *

In a time of change and growth and planning, one of the things that always becomes more difficult is the communication of information to employees. We have always felt that it is important to keep people informed of what is going on. My grandfather and my father stressed this and I will do so also.

The WASPCO Council has been and is an excellent means for getting information to employees and for receiving information from them. But every means of communication must be utilized, and that is the principal reason for starting these reports in our employee publication.

* * *

Some weeks ago I had an interview with a reporter from the Wall Street Journal and the result appeared in several newspapers across the nation. Perhaps some of you saw the version that was carried by the Des Moines Register last month.

While businessmen are reluctant to make too many predictions about how a fiscal year will turn out--and I am no exception--I did outline for the reporter how the immediate future shaped up at the time and, in broad terms, what some of our plans are.

In way of review, I said we expected a profit increase in the 50 per cent range this fiscal year and a sales increase of about 10 per cent. Until final figures are in from our operations and those of all subsidiaries, it is not possible to say what variations from this may show up. It appears, however, that domestic figures may not be as high as we estimated they would be.

One reason for the profit increase is that the large volume generated by our Popular Price operations has enabled us to utilize our machines and other facilities more efficiently. Many costs remain the same whether facilities are stretched to capacity or worked at only part capacity; or whether sales are large or small. Thus, profits can go up much faster than sales.

Of course, an important goal must be to achieve greater sales growth. We can do this by intensifying our sales efforts, by providing consumers with new and better products, by diversifying into new manufacturing areas.

These possibilities are all occupying our attention. Large sums of money are inevitably involved in paving the way for sales growth, and that's why it's important that we retain enough money from profits we are making now to help finance future programs.

As I told the Wall Street Journal reporter, we expect capital expenditures in the current fiscal year to wind up at about double the \$400,000 of last year. And they will be even higher in the next year.

* * *

Our planning along diversification lines is, of course, not new. We've been at it for some years. Now, though, we're approaching this project in a more concerted way than ever before.

One possibility to which we've been giving a lot of thought concerns several electronic products that have been developed by engineers at Maico. These products have promising possibilities, but at the same time there are problems to which we must have the answers before we can make a decision. One major one is that these are not consumer products, which is the area where we have had all of our marketing experience. We must be sure we can handle them profitably, particularly since major investments would be necessary to fully develop them.

We are and will be on the lookout for consumer type products that we could integrate into our operations. Mr. Anthes Smith is directing this effort, as well as our investigation of the possibilities at Maico.

The diversification program and, in fact, all decisions we make will be guided by a detailed long-range corporate plan we are developing, again under the direction of Anthes Smith. While we have always attempted to look ahead and to analyze what the future held for us, we will now set down more exactly and concisely where we'd like to be five years in the future and what corporate actions are necessary to attain these goals.



Sheaffer Review

Nine Employees

To Retire February 28

NINE EMPLOYEES, who have a combined total of 213 years of service, will retire February 28. They include seven employees from Fort Madison and two members of the sales force.

Showing the way in length of service are Friday Coleman, Credit; Ernest Black, Plastic Fab, and Hunter Farnsworth, salesman, all of whom are nearing the 37-year mark, and Jim St. Clair, Skip, who will be within a few days of 36 years.

Others in the group are Bob Schroeder, Returned Merchandise, 18 years; Matt Kennedy, salesman, 16 years; Walt Peterson, Maintenance, 16 years; Tom Cormick, Occupancy, 13 years, and Joe Eid, Occupancy, 7 years.

(More pictures on page 7)



J. ROBERT SCHROEDER — Bob says that his most interesting experience came right at the beginning, when he was asked if he'd like to join the company to supervise the traffic department in the absence of Jack Finley, who was in the service. It was an invitation I always appreciated, Bob says, because "I have thoroughly enjoyed my years here." The "excellent facilities" in the new plant comprise the biggest change Bob has observed. He says that he and Mrs. Schroeder plan to travel, a pastime they have always enjoyed. Now supervisor of Returned Merchandise, Bob has 18 years of service.



FRIDAY COLEMAN — A member of the Credit Department, Friday has almost 37 years of service. He says the biggest change in our operations was moving into the new office building in 1937. As his most interesting experience, Friday recalls "the Monday morning we came to work in the 1920's to find the night watchman had been tied up and gagged and a large quantity of merchandise stolen." After retirement plans include getting around "to visit my three widely scattered children."



ERNEST BLACK — Ernest, who reached the 36-year mark in service last April, is an employee in Plastic Fab. He says the most significant thing about our operations has always been insistence upon quality. "This can never be compromised," he points out. There are too many interesting experiences to single any one out, Ernest says. "From the beginning, it's been a privilege to work for the company."



HUNTER FARNSWORTH — A veteran member of the sales force, Hunter is also nearing the 37-year mark in service. He says a first important change was the advent of the ballpoint pen, but the most important came when the cartridge pen entered the field. Hunter's most interesting experience started out as a disappointment, when he was turned down by a dealer after presenting what he thought was a good merchandising plan. But two weeks later the dealer and his partner outlined the same plan to him and said they'd like to put it into effect. "They asked me what I thought of it," Hunter says. "I let them take the credit and sold \$800 worth of merchandise to boot." For the future, Hunter plans some extensive travel in Europe.

JAMES ST. CLAIR — The adding of new improved equipment to our operations — automation — is the biggest change Jim has noted in his time with the company. Now in Repair Parts, he has over 36 years of service. Future plans include redecorating his house, golf, fishing and travel.



MATTHEW KENNEDY — Another veteran salesman, Matt has 17 years of service. The reorganization of our marketing operations ranks as the most important change in which he has participated. Matt says that "every day produces new and interesting experiences with problems to meet and solve. The most enduring experience, perhaps, is to sit down at day's end and study your accomplishments. If they are good, you glow with satisfaction; if they are not as good as expected, you dig in with plans for the next day." Future plans include seeing more of the world. "I surmise," Matt says, "that golfing, fishing and hunting may see more of me henceforth."

The Common Market . . .

Stiff Foreign Competition Looms Near For Writing Instrument Industry

IT NOW seems only a matter of time before we here in Fort Madison will be in shoulder to shoulder competition with employees of industry in such communities as Marseilles, Frankfort and Rome.

So far as American industry in general is concerned, competition from overseas is already an established fact. But the emergence of the European Economic Community, or Common Market, seems destined to widen the challenge to American pocketbooks to include the writing instrument industry and other industries which have not yet been affected.

What is the Common Market and why must it loom so large in our planning for the future?

It goes back to March of 1957, when six European countries signed the treaty of Rome. The nations were Belgium, France, West Germany, Italy, Luxembourg and the Netherlands, and the objectives of the treaty were stated this way: "To promote a harmonious development of economic activities, a continued and balanced expansion, an increased stability, an accelerated raising of the standard of living and closer relations between member states."

In less than five years, the six nations have taken giant strides toward achieving these objectives. Even those who are a part of the plan are pleasantly surprised. Outsiders who believed that this grandiose scheme would fall apart from petty bickering have been startled.

Even this, though, does not describe the full power the Common Market seems destined to have in world trade. Greece will soon be an associate member. England, Denmark, Norway and Ireland may become members before long. Austria, Portugal, Sweden and Switzerland are all future possibilities.

With all of these nations, the Com-

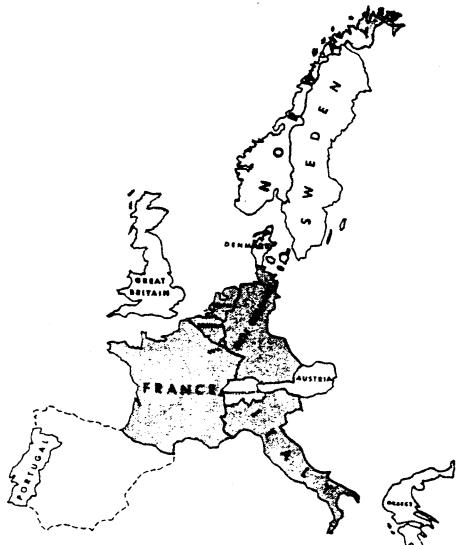
mon Market would embrace 300 million people, who last year purchased some \$5½ billion worth of American products.

The implications for the United States, and for all of us who work in American industry, are clear. We are talking about an economy which, by and large, has more modern equipment than ours and just as much know-how, and which constitutes a tremendous market for our products. What course must we follow?

First of all, if we want to export our products to these markets, we must be prepared to let the Common Market countries import their products into the U.S. If we want the Common Market countries to lower and perhaps finally eliminate tariffs on American products — just as they are doing on each other's products—we must be prepared to do the same.

In the current session of Congress, President Kennedy is asking for authority to gradually eliminate all tariffs on a wide range of products and to reduce them on others as much as 50 per cent. The idea is to mesh our economy with that of the Common Market, even though we would in no way be a member. The request has stirred great controversy, and, at this writing, there are strong indications that Congress will not go this far, at least this session. But whatever Congress does now, the fact remains that the power of the Common Market has pushed the tariff issue to the fore as it never has been pushed. Something will have to give.

The import duty on pens and parts is now 5 cents each with an ad valorem rate (the amount an importer must pay on the total value of his shipment in addition to the per unit tariff) of 34 per cent. A 50 per cent reduction would bring these figures down to 2½ cents and 17 per cent. The impact of this is clear when you realize that the cost of manufacturing a writing instrument in several Common Market countries is easily 34 per cent less than it is for



Countries now in the Common Market (lined areas) include France, Belgium, the Netherlands, Luxembourg, West Germany and Italy. Greece is scheduled to become an associate member soon. Shaded countries (Great Britain, Norway and Denmark) may soon be included. Future possibilities are Sweden, Austria, Switzerland and Portugal. With complete unity, these nations would form an economic block with a larger population than that of the United States and with immense industrial potential, as the accompanying story shows.

us. The present tariff merely makes us even.

Along this same line, the average hourly earnings in Germany of 85 cents, including fringe benefits, are the highest for any Common Market country. By comparison, average hourly earnings in America's writing instrument industry are over \$1.80. For all factory employees in America they're over \$2.30.

At present, writing instruments enjoy reasonable protection from foreign competition. By the same token, though, our exports to foreign countries have been restricted by their corresponding tariff barriers.

Of course, we want to increase our sales to overseas markets, and this will become much easier as trade barriers are lowered. When high tariffs exist, the only practical way, in the case of many countries, is to serve them individually from subsidiaries.

It is the plan of the Common Market countries to set up uniform tariff restrictions on goods from other nations at the same time they are eliminating all barriers between themselves. These

(Continued on page 6)

International Division . . .

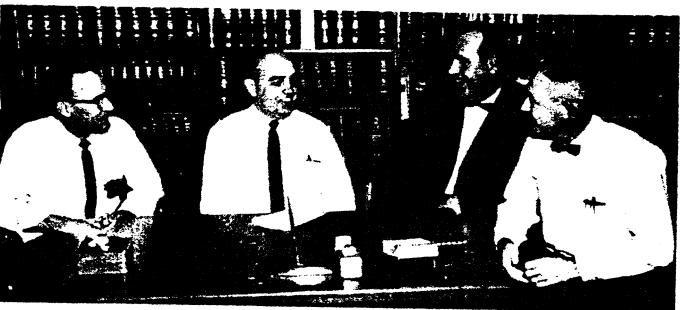
Wise Leaves for Switzerland



When John Wise left for Europe recently to take over his duties as president of our subsidiary operation in Switzerland, personnel of the International Division gave him a send-off with a luncheon gathering in the cafeteria. Clockwise from foreground are Carl Siefken, Marie Weckbach, Jackie Lowery, Helen Kraus, Ruth McFarland, Charley Rupert, Carol Lawson, Judy Newman, Mrs. Wise (Helen), John Wise, Leon Black, vice-president of international operations, Judy Van Zile, Vernel St. Clair, Glorietta Casady, Al Zuber, vice-president of engineering and manufacturing, Ernestine Mendez, Frank Wallis and Jerry Webster.

Cutting Costs . . .

Committee Probes Ideas



Suggestions from supervisory personnel are an important part of our program to improve operations and reduce costs. These ideas are investigated and reported on by the cost reduction committee, whose members are shown above. From the left, they are Francis Mead, chairman John Azinger, Howard Herold and Connie Gillett. Ideas may be turned in at any time and can deal with any phase of operations.

Spotlighting Sheaffer Jobs

(ED. NOTE—A finished writing instrument is the result of hundreds of separate operations, performed by many employees. Each requires particular skills and is vital in its own special way to the quality of the final product. This is the third of a series that describes the jobs in the production chain which, together, create quality Sheaffer writing instruments.)

The point adjust operation performed in the Pen Point Department and shown below (left) compares with the auto mechanic's final tune up of a carburetor. Free hand, using a burnishing tool and magnifying glass, the employees make a final check on the fountain pen's "carburetor" by adjusting the slit width and making sure the nibs are evenly set. If the slit is set too tightly the pen will write dry and skip. If the slit is too wide

the pen will write wet and not true to classification. Uneven nibs will be scratchy. Widths are adjusted from hairline (.0005 of an inch) to a maximum of .002 of an inch, depending on the point classification. In all cases, the two sides of the slit must be set parallel. The employee is Joe Costello.

The drive-in clip assembly operation (right) is an important factor in maintaining large volume production for our Popular Price Division. Three machines, like that shown, each assemble 2,500 clips per hour. Steel clips are hopper fed to the machine and attached to caps, which are loaded manually. The employee is Geneva Eschmann.



WASPCO Council . . .

Members For 1962 Begin Monthly Meetings



Members of the WASPCO Council for the current year are shown above as they got together earlier this month for a meeting.

Front row (left to right) are Nell Mutter, Alta Grimes, Lorene Clark, Mary French, Ruth Slagel, Karolena Orr, Esther Moline, Dorothy Lamb and Dennis Moline, chairman.

Back row (left to right) are co-chairman James Sweezer, Gene Davis, Virgil Schumaker, Oliver Schmidt, Joan Gnoss, secretary, Edith Trainer, Carl Comstock, Ray Magel, Maurice Phillips and Virgil Alton.

Not shown are Dean Toops, Gene Wisbey, Florence Pinkston and Tom Ertz.

Common Market Poses Challenge of New Competition *(From page 4)*

will vary from nation to nation, depending on what concessions the Common Market gets in return. If an agreement favorable to trade is not reached by the United States, our only chance as a company will be to locate manufacturing facilities in Common Market countries. As you know, we presently have a sales subsidiary in England and a license arrangement with a manufacturing plant in Holland. These would give us a start toward operating from within the area.

But while lower tariffs would make it possible for us to get our writing instruments into many markets abroad, they would also greatly increase competition here at home—competition that already is fierce and demanding.

For the first time, on America's retail counters, consumers would find precision made, low-cost writing instruments from Germany and England and nations across the world. Other American manufacturers, who have faced a comparable situation, have found that they could not always compete price-wise and that some customers' dollars went to foreign companies and their employees.

We could not expect to get off any easier. Here are just a few of the companies whose products would be displayed side by side with ours:

Mont Blanc, Germany — complete range of fountain pens; Pelikan, Germany — complete fountain pen line; Pilot Pen Co., Japan — complete range of pens; Bic, France — low-cost ballpoints; Platignum, England — line of popular price cartridge pens. (A model comparable to our \$1 economy pen sells for 70 cents in England).

America cannot completely turn its back on this challenge. World markets and world trade are destined to be too important a factor in tomorrow's business growth. Further, no successful company in America has reached its position by ducking competition and being content with second best. In fact, our boast to the rest of the world has always been that America's free enterprise economy thrives on competition. This is true. We can hardly stop now.

But let's also squarely face one other fact. American industry — companies like ours — cannot do the job alone. We can improve our methods, pare our costs and increase our promotional

ingenuity, but we still won't compete effectively with lean, hard, efficient overseas competition in an atmosphere of inflation, weakened dollars and tax policies that prevent us from promptly replacing worn out equipment or drain away investment capital.

In addition to merely lowering tariff barriers, our government will have to recognize that we cannot compete with one hand tied behind our backs. Token measures to help companies hurt by overseas competition won't solve basic problems. If we go whole hog on reducing tariffs, we'll also have to go whole hog on eliminating unnecessary government spending that restricts honest-to-goodness industrial growth.

The understanding of labor leaders will be required also. They will have to recognize that unwarranted wage increases, far from benefiting employees in America, will only make it easier for our counterparts overseas to take our customers and jobs away.

Here at Sheaffer Pen, and at companies everywhere, we have much to think about as we look to the future, and to a world where free trade may be a reality instead of a subject for debate.

Retirees . . .

9 Employees Outline Plans

(From Page 3)



WALT PETERSON (left) — Walt, an employee in the boiler room, has 16 years of service. The change from coal-fired to gas-fired boilers was a major improvement in company operations, he points out. As for after-retirement plans, he says that "we expect to do some fishing and to travel, maybe to the World's Fair at Seattle this year."

THOMAS CORMICK (center) — Tom, who works in Occupancy, has over 13 years of service. About improvements, he says: "Having worked in the Plating Department for 11 of the years, I'd say that the new plating equipment is a major change, because it's so much faster and does a much better job." The move into the new plant, with its "more modern, comfortable working conditions," ranks as his top experience as an employee. Tom says that he and Mrs. Cormick are going to take a few trips, see some major league ball games, do a lot of fishing and maybe some gardening.

JOSEPH EID (right) — The addition of automatic molding machines and improvements in the Plating Department rank as top improvements so far as Joe is concerned. Now employed in Occupancy, he has $7\frac{1}{2}$ years of service. His most interesting experiences have come in the operation of the closed circuit TV equipment which automatically controls two entrances to the main plant. "After retirement I hope to do some traveling and pursue my hobbies of photography, hunting and fishing," Joe says.

Sheaffer Good Neighbors . . .



Once a week, over 35 handicapped persons from Des Moines County come to Kenny's Roller Ranch in Burlington for a period of free skating and instruction. Bodies and minds afflicted with cerebral palsy, infantile paralysis and other crippling diseases are strengthened by the beneficial exercise and rhythm that roller skating provides.

This special rehabilitation program was begun by Kenny Hart, who, in his spare time, assists Mrs.

Hart in operating the Roller Ranch. Handicapped people are brought to the weekly skating sessions from all over the county. This fine community service brought Kenny a nomination as Burlington Hawkeye Gazette "Man of the Year."

Kenny, who is employed in the Stockroom and Receiving Department, has been active in youth work for a number of years. Currently, he is Sunday School superintendent of the Walnut Street Baptist Church in Burlington.

A former resident of Fort Madison, Kenny served on the City Council and helped with the Lee County Home Christmas party for 14 years before moving to Burlington.

Kenny has been an employee for 19 years. His hobbies include roller skating, ice skating and water skiing. He and Mrs. Hart (Lucille) have three children, two sons and a married daughter.

The Question Box

QUESTION: "A leading issue in Washington is medical care for the aged under social security. Should Congress approve or disapprove?"

LINDA HANSON, Personnel — I believe that it should be approved, but it should have restrictions so that only those people who really need it can take advantage of this plan.



LA VERN DECKER-LEVER, Comptroller Staff — Approve. The high medical costs necessitates some type of assistance for the older people. Social security would be a practical way to provide medical care to the aged.

MYRTLE THOMAS, Plastic Fab — The American people have gotten by before without the help of Congress. They still can, even though medical costs seems out of line sometimes.



JAMES BAILEY, Maintenance — Disapprove. I am not against medical care for the aged, but this would be a step toward socialism, giving the government some control of one more area at the expense of individual freedom.

ALBERT RAY, Metal Fab — I think it should be approved, because elder citizens have made the United States what it is today. Many are dependent on social security alone, so we should help them.



LOLA SCHENCK, Retail Adv. & Mer. — Disapprove. I feel medical care should not be mandatory and that we should be able to choose the doctor and/or hospital without approval from the government.

W. A. SHEAFFER PEN COMPANY

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Return Requested

M. Nadine Coshran
1323 Ave. D
Ft. Madison, Iowa

Bulk Rate
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PAID
Ft. Madison, Iowa
PERMIT No. 12

25

-- Service Anniversaries --

- 5 YEARS -

Vincent Hybuk Data Processing
Eunice Jackson Skrip
Charles Kelchan Salesman
John Montgomery Tool & Die
James Pappas Marketing
William Rush International
Rose Ann Strunk Payroll
Jerald Webster International

- 10 YEARS -

Louise Eppers Ballpoint
Thomas Ertz Tool & Die
Grace McManis Cafeteria
L. Kenneth Miller Maintenance
Carol Richards Pen Point
Margaret Roxlau Safety & Security
Merritt Scarff Maintenance
Alonzo Tucker Safety & Security
Eugene Wisbey Maintenance

- 15 YEARS -

Ralph Cramer Traffic
Adrienne DeHaven Traffic
Joseph Holtkamp Service
Virgil Houston Safety & Security
Carl Hundt Engineering
Joseph Jankowski Machine Tooling
Regina Krogmeier Pen Point

- 20 YEARS -

Archie Adkins Plating
Robert Beckert Molding
Luther Burghoffer Ballpoint
Hilda Comstock Plastic Fab
Roland Fichtenkort Molding
Ann Hamman Pen Point
Ruth Lamborn Q. Assur.
Metal Fab
Leo Mathena Pen Point

Dallas Phillips Skrip
Earl Rokey Metal Fab
John Wilson Metal Fab

- 25 YEARS -

Hugh Green Marketing

- 30 YEARS -

James Waterman
Receiving



- 35 YEARS -



Claude Curtis
Maintenance



Floyd Hancock
Quality Assur.



Arthur Steeple
Plastic Fab.

SHEAFFER'S REVIEW

Vol. 14 January-February No. 8

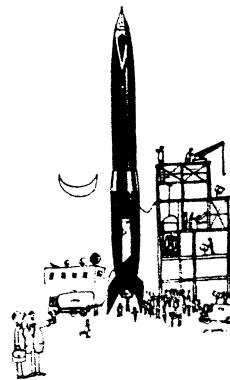
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EDITOR - - - DICK PRIEBE

On The Cover

Although time has obscured the memory, it was undoubtedly a notable occasion when we received or gave our first valentine. For those who want to look back, it is this romantic interlude the cover picture portrays. The young lady is owner of one of the two little but robust voices that ring out with "Hi, dad" when the editor arrives home from the office each day—Lynne Priebe, age 4. Her gentleman caller, who graciously consented to present the first valentine she has received personally from a boy—excluding the editor—is Johnny Stein, age 5. Dad is Bob Stein, Marketing Division.

This cartoon appeared recently in a Brazilian magazine. The translation of the Portuguese caption is: "This is the best launching of all time."



Editor's Notebook

The dictionary describes a hobby as "an occupation or interest to which one gives his spare time."

Everyone has a hobby of some sort.

Only the most cynical will say that some taxes are a hobby with the federal government, but hobbies are taxed. The following list, complete with federal taxes that apply, illustrates the point:

Hobby	Item	Rate
Badminton	Shuttlecocks	10%
Billiards	Pool Tables	\$20 a year
Blondes	Hair Dye	10%
Crosswords	Mech'l Pencils	10%
Dancing	Admissions	10%
Fishing	Reels, creels	10%
Gambling	Slot Machines	\$250 a year
Golf	Balls, clubs	10%
Gymnastics	Club dues	20%
Hiking	Knapsacks	10%
Home Movies	Camera	10%
Knitting	Knitting Bags	10%
Music	Instruments	10%
Nightclubbing	Cabaret	10%
Photography	Film	5%
Pinochle	Playing cards	13c a deck
Skeet	Pigeons, traps	10%
Skiing	Skis, poles	10%
Tennis	Balls, rackets	10%
Autos (old)	Auto parts	8%
Travel	Luggage	10%
Boating	Binoculars	10%

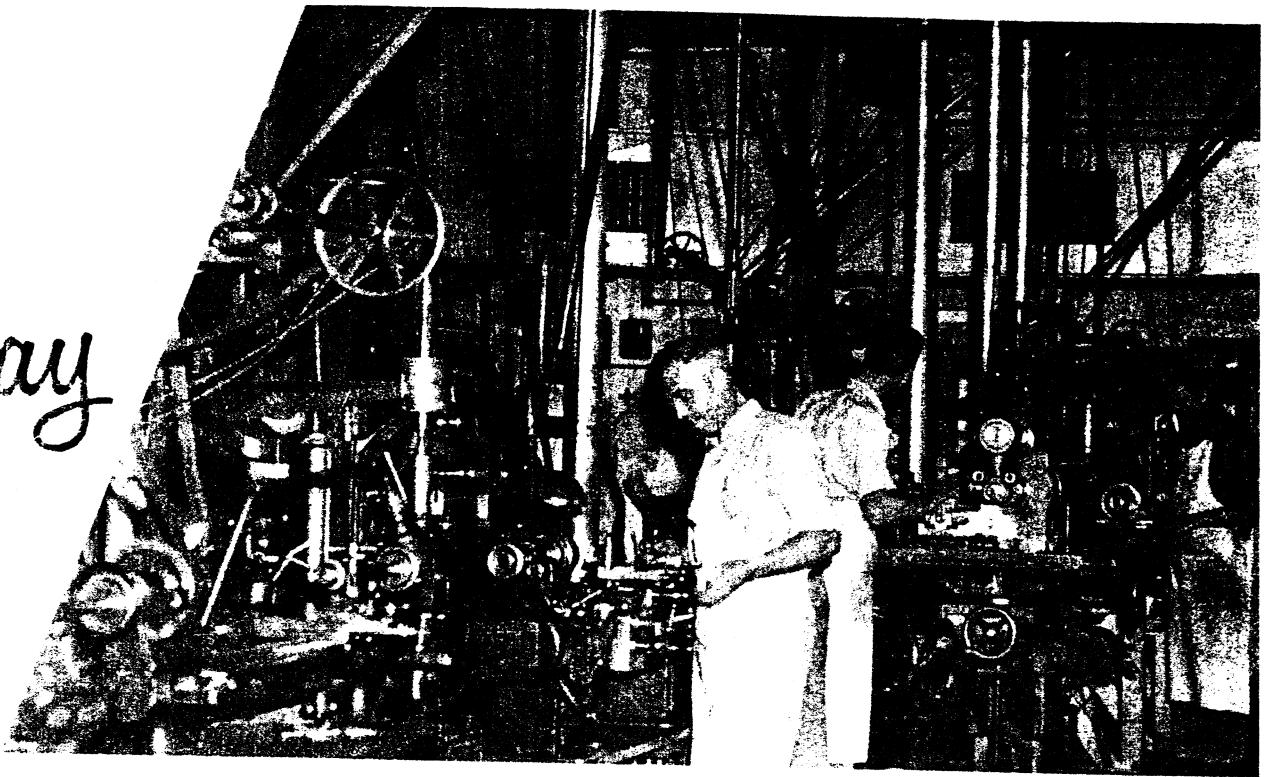
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ALL-STARS—The all-star team of the men's bowling league, selected on the basis of averages for the first 30 games, includes Roy Neal, 171; Ken Olson, 170; Rollie Hensley, 170; Ken Mason, 167; Bill Orr, 167, and Wayne Hughes, 167. The group will travel to Macomb in April to compete in a tournament which attracts about 500 teams from the tri-state area. Gene Wisbey, with a 165 average, will bowl in place of Wayne Hughes, who cannot make the trip.

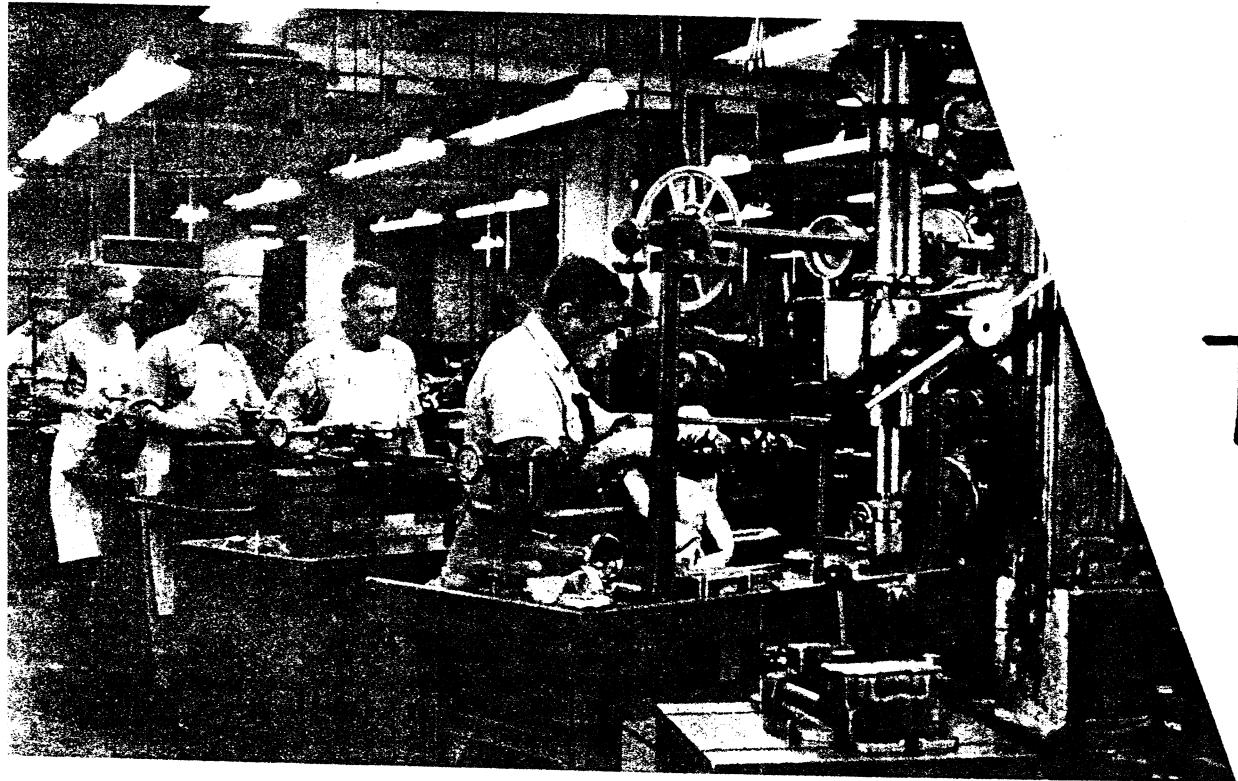
* * *

SHEAFFER'S

yesterday



Today



Review

MARCH - APRIL 1962



FOR MANAGEMENT in manufacturing and engineering, the search for ways to make quality writing instruments at less cost is continuous and widespread, encompassing every phase of our production operations. The specialized skills and knowledge of personnel such as those shown are combined in this all-important program. Seated (left to right) are Ed Lawlor, manufacturing superintendent; Al Zuber, vice-president of manufacturing and engineering; Max Oehler, chief engineer. Standing are Kenny Miner, quality assurance manager (left), and Jim Schier, formerly director of research and development and now director of the Materials Division.

New Methods... ...Better Machines

The Way

To Stay

In Business

On The Cover

THIS SPRING, a major relocation of departments within the Manufacturing Division has begun. In the process, Plant 2 is being transformed into a highly streamlined, efficient manufacturing, packaging and distribution center for Popular Price products.

These moves are the latest result of the kind of planning that has, over the years, produced ever increasing use of new and better methods and machines in our operations.

One of the biggest changes in our company's history occurred 10 years ago, when our present plant was completed and all departments moved from the Morrison Plow Works building which had housed them for over 30 years. Many dramatic improvements in layout, materials flow, equipment, etc. were introduced at that time.

Yet, the ways we began doing things in our new plant a short decade ago would not enable us to compete, make a profit and stay in business today.

The accompanying table shows one of the reasons why. In the last 10 years the costs of many of the materials we buy for our products have soared steadily higher. At the same time, wages and salaries have gone up about 50 per cent. If we had found it necessary to pass all of these increases on to consumers in the form of higher prices for our products, they would have long since stopped buying Sheaffer writing instruments in favor of the products of more efficient competitors.

Item	Cost—1952	Cost—1962	Per Cent Increase
Hard Rubber Feed Rod	\$1.36 Lb.	\$2.75 Lb.	102%
Hard Rubber Insert Rod	\$2.48 Lb.	\$5.17 Lb.	108%
Brass Flat	\$.53 Lb.	\$.89 Lb.	69%
Pure Silver	\$.74 Oz.	\$.93 Oz.	26%
Skrip Bottles	\$2.29 Gr.	\$2.85 Gr.	25%
Nickel Anodes	\$.78 Lb.	\$.96 Lb.	22%

The prices we charge for our products have not gone up significantly in the last 10 years, which means that increases in costs of materials and labor have been offset by producing more products in less time and at less cost.

Changes in our molding of plastic parts provide a dramatic example of our accomplishment. In 1952, there were eight machines in the Molding Department, and its 45 employees produced about 25 million parts. Today, there are 60 employees in the department—one third more than 10 years ago—and their production of parts has increased almost eight times, to 187 million parts last year. The difference is more and better machines, and improved engineering and design of dies. Automatic, injection machines have replaced those of 1952, and there are now 25 instead of eight.

The pictures on the following pages further illustrate some of the ways in which 1962's skilled Sheaffer employees uses better machines and better methods to turn out quality products at a rate that, over-all, greatly exceeds their production of 10 years ago.

• • • •

The top picture shows the Tool Department as it looked before our new plant was constructed in 1952. The department as it looks today is shown in the lower picture, along with employees Dale McCray, Bill Kaup, Ed Senn and Grover Senn (left to right). In the article which begins on this page, some of the many changes made in our operations over the last 10 years are described and illustrated.

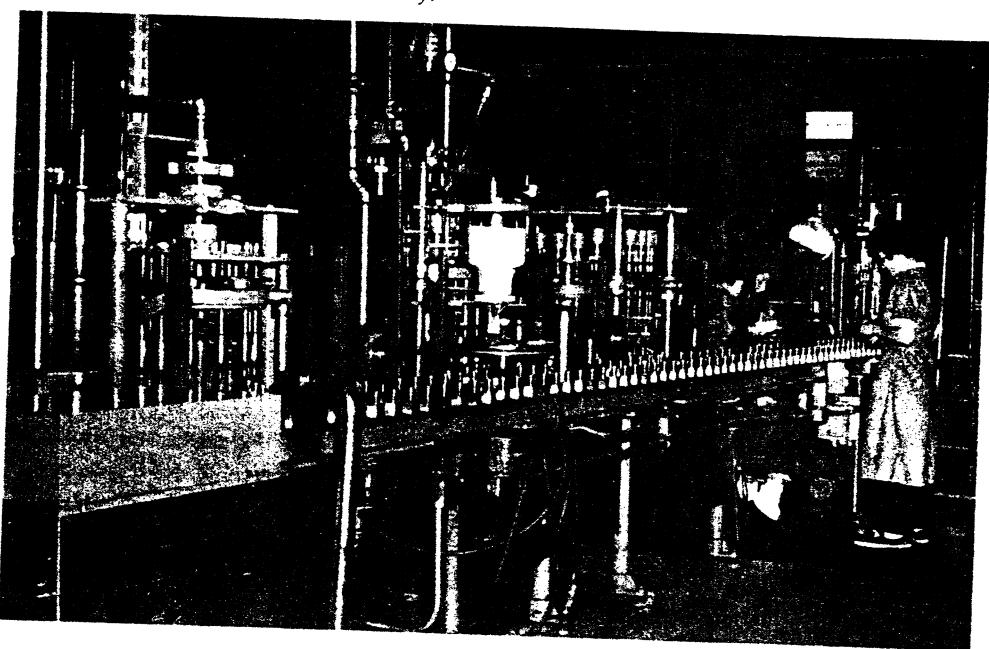


Pen points are now drawn from flat blanks, as shown here. Each stroke of the press brings the point to a stage of completion that used to require several operations, when points were curled into shape and then welded. A sturdier point is also produced now. The employee is Gloria Boone.



While highly-skilled employees still hand grind points on special orders, standard points are now produced by machines like that above, which have greatly increased production while assuring uniform quality. Four points are placed in a machine at a time, and it shapes and smooths them to within .002 of an inch. The employee is Moe Lynch.

When we first began manufacturing Skrip cartridges in the mid 1950s, filling, capping and sealing were mostly hand operations. The equipment shown below performs these jobs automatically, and cartridge production is now 25 times what it was then. In an eight-hour day, Julia Smith (standing) and Esther Day.



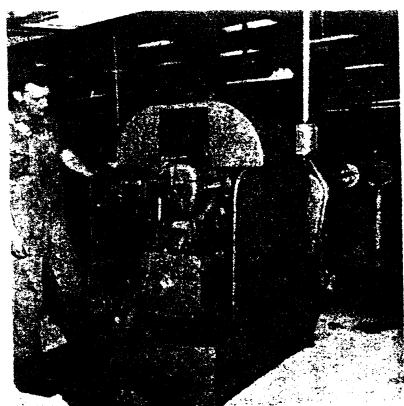
In the last 10 years, vibratory feeding hoppers (left) have been installed on many of our machines to automatically bring parts into position for assembly, thus eliminating a great amount of hand work. The employee is Virian Hudson. Below, an infrared spectrophotometer now assists laboratory personnel to conduct more complete tests by quickly identifying unknown samples of material. Chemist Reese Schmidt (right) explains the equipment to a visiting police official from Turkey.



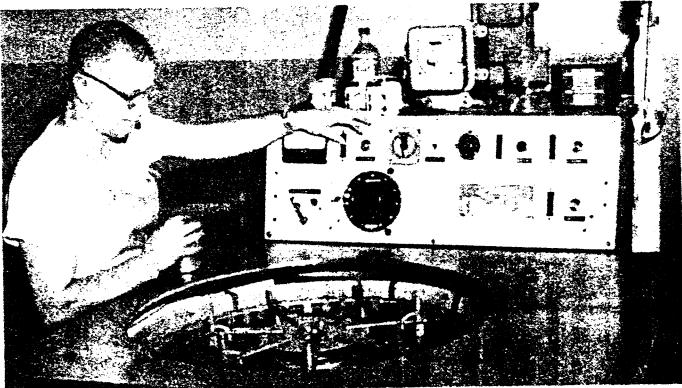
This 14-station machine performs all of the operations that formerly required several pieces of equipment in the machining and assembly of ballpoint tip units. The employee is Doug Duncan.

Better Ways Keep Us Competitive

In the forming of various metal parts, the use of multiple spindle screw machines (right) has increased production from 150 to 200 per cent over what it was with single spindle machines. Both types have, in recent years, taken over the production of parts formerly done on slower, less efficient equipment. The employee is Tom Vonderhaar.



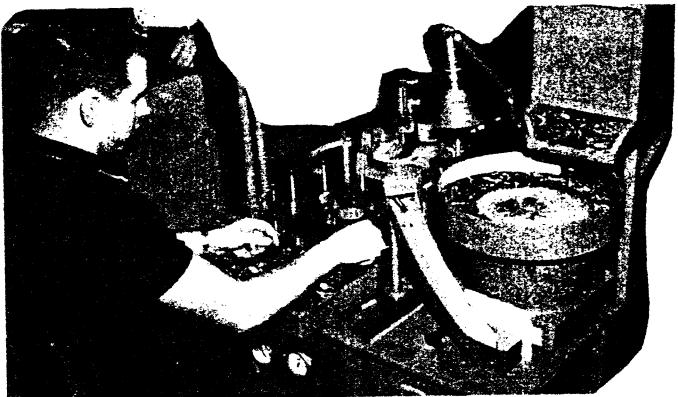
The bubble packing of writing instruments is a quite recent development in our operations. The addition of the necessary equipment and procedures accompanied formation of the Popular Price Division, in whose markets this type of packaging is necessary. Over the years, many changes in marketing strategy have been reflected by changes in other operations. Clockwise (from foreground) the employees are Nancy Holtkamp, Margaret Marlett, Beulah Amons, Caroline Estes, Rosanna Strayer and Darlyne Mitchell.



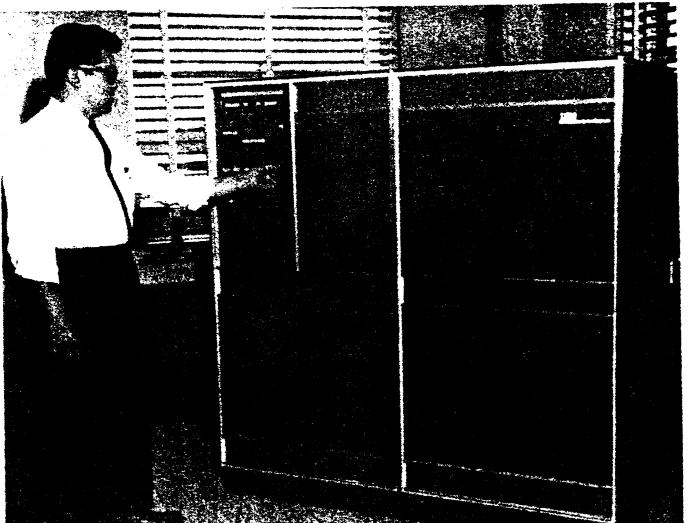
The search for better quality, that gives the consumer more value per dollar, is the force behind many equipment and methods changes. This gold plating equipment, installed recently, provides finer control of the thickness of deposit and a more hard, durable finish. The employee is Leslie Akers.

Machines Key to Higher Production

Clips for many of our writing instruments are now driven into and clinched to caps in one operation, as pictured below. Previously, holes for the clips were pierced separately, adding substantially to the time and cost involved. The employee is Larry Boyd.



Electronic equipment, such as this 1401 IBM computer, has tremendously speeded up the preparation of reports, sales forecasts, invoices, etc. With such machines, reports that would otherwise take hours and involve costly delays are prepared in minutes. They also make available to management information that could not feasibly be compiled by hand. The section of the computer shown can read 800 punched cards per minute and print 600 lines per minute from them. The employee is Felix Guzman.



Some Major Equipment Purchased Since 1958

DESCRIPTION	DEPARTMENT	COST
Molding Machine	Molding	\$ 38,395
Molding Machine	Molding	37,139
Molding Machine	Molding	37,447
MRM Cartridge Machine	Skrip	62,414
Screw Machine	Screw Machine	10,458
Screw Machine	Screw Machine	10,458
Super Point Matic Machine	Skrip	19,330
Colton Loading, Fill, Capping	Skrip	73,682
Molding Machine	Molding	26,789
Molding Machine	Molding	26,603
Molding Machine	Molding	28,521
Super Point Matic	Skrip	22,223

DESCRIPTION	DEPARTMENT	COST
Ball-tip Assembly Machine	Ballpoint	20,350
Rotary Index Machine	Plastic Fab	20,797
Udylite Plating Unit	Plating	38,798
Molding Machine	Molding	23,422
Printing & Drying Equipment	Engineering	13,374
Molding Machine	Molding	17,346
Molding Machine	Molding	17,346
Chasing Machine	Metal Fab	10,046
Swiss Assembly Machine	Ballpoint	20,371
Cartridge Machine	Skrip	33,495
Cartoning Machine	Skrip	19,879
	TOTAL	\$628,683

Retirees . . .

Three Honored by Fellow Management Club Members



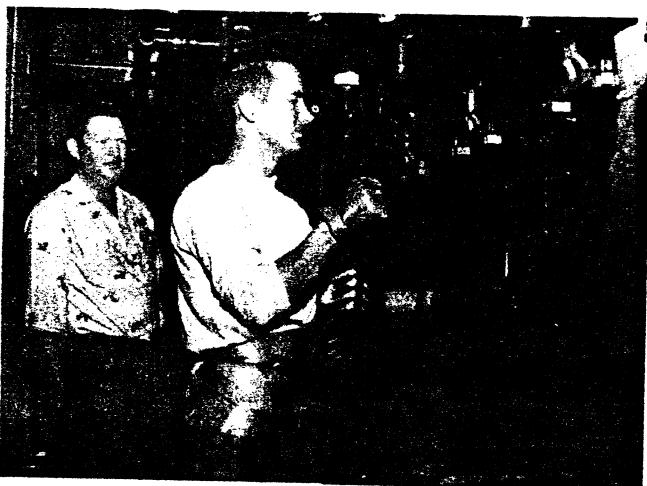
THREE retiring members of the management Club were honored by their fellow members at a recent meeting of the group. In the pictures above (left to right) are Friday Coleman, Credit, with Bob Gibbs, secretary-treasurer; Bob Schroeder, Returned Merchandise, with Ralph Cramer,

vice-chairman; and Ernest Black, Plastic Fab, with Chairman Bev Gordon. Friday received several articles of clothing, wallet and matching cuff links. Bob was given a camera outfit, while Ernest was presented with luggage.

Spotlighting Sheaffer Jobs

(ED. NOTE—A finished writing instrument is the result of hundreds of separate operations, performed by many employees. Each requires particular skills and is vital in its own special way to the quality of the final product. This is the fourth of a series that describes the jobs in this production chain which, together, create quality Sheaffer writing instruments.)

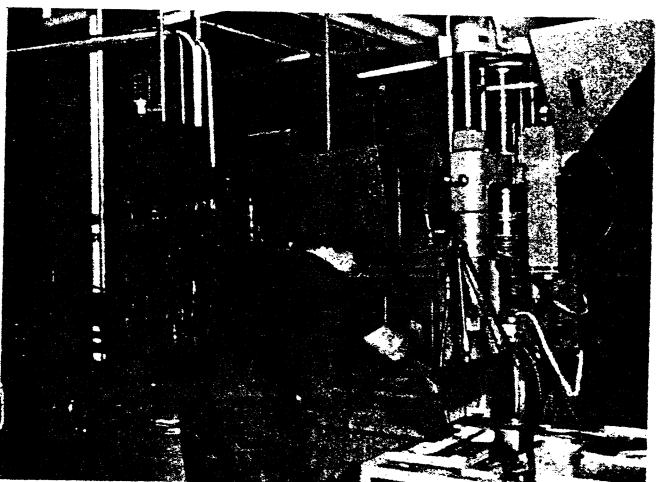
The plating of writing instrument parts is no longer the slow hand operation it once was, but the need for skilled employees in this important manufacturing step remains. Charles St. Clair (foreground, left picture) is operator on a chrome and nickel unit in the Plating Department which has 30 processing stations and a capacity of over 5,000 pen caps per hour. With him in the picture is supervisor Leo Zumdome.



On this machine, a cycle takes 30 minutes, and caps are carried through a cycle on hangers. A hard, durable finish capable of high lustre results.

A wide range of plastic parts for pens and pencils, as well as fountain and ballpoint pen cartridges, are fashioned on injection molding machines such as that shown in the picture at the right. Highly trained operators like Herman Zumdome work with precision dies in producing millions of parts each year. Many, such as the gripping sections for the inlaid points of our PFM and Imperial pens, are highly intricate.

In the molding process, thermoplastic is squirted into multiple dies under thousands of pounds per square inch of hydraulic pressure. The dies then form the desired part.





RETAIL Division salesmen toured manufacturing departments during the national sales meeting last month. In the Pen Point Department are (left to right) Foreman Clarence Weilbrenner; Mel Blessen, Orange, Conn.; Chet Rydinski, Seattle; Quin McIntyre, Dallas; Bill Byrne, Rumford, R. I.; guide Peryl Kress.



IN Metal Fab are (standing, left to right) salesmen Tom Bruce, Columbus, Ga.; John Ivenson, Chicago; Ken Mattson, Los Angeles, and Russ Okerstrom, Denver, with Foreman Paul Wilmesmeier. Seated is employee Betty Stout.



WITH guide Thelma Emerson are (left to right) salesmen Jim Huntley, Charlotte, N. C.; Burt Price, Salt Lake City, and Tom Byrd, San Antonio, Texas.

Marketing Review . . .

Emphasis on Cartridge Pens, 'Reminder' Ballpoints in Spring Programs

EMPHASIS is on cartridge fountain pens and "Reminder" clip ballpoints in the spring marketing programs launched by the Retail, Popular Price and Specialty Divisions.

Three cartridge pen models in the \$5 to \$10 price range were introduced by the Retail Division at the national sales meeting held in Fort Madison early in March, while the Popular Price Division has designed 10 merchandise deals to assist both wholesalers and retailers in building profitable promotions for spring gift occasions. The Specialty Division ad program has been stepped up, reflecting the sales gains achieved. Cartridge pens and "Reminder" ballpoints are featured in campaigns aimed at the premium and advertising specialty fields.

New Retail Products

The cartridge pens introduced by the Retail Division feature an exclusive diamond-shaped point, a functional design developed in our Research Department which provides strength and flexibility. The pens are the "500", retailing for \$5; the "800", retailing for \$7.95; and the "1000", retailing for \$10.

In announcing the pens to the Retail sales force, Marketing Vice-President

John Sheaffer pointed out that well over 30 per cent of the \$41 million fountain pen market is now centered in the \$5 to \$10 range. He added that cartridge pen sales have increased 20 per cent in each of the last three years, with this type of writing instrument now accounting for about half of all fountain pen sales. Over 30 million Sheaffer cartridge pens have been purchased by consumers since we first introduced this filling method in 1956.

"The consumer continues to show his preference for the combination of fountain pen writing qualities and cartridge filling convenience," Mr. Sheaffer said. "These new products are designed to provide our dealers with the right selection of products in a fast growing price range."

For consumers who prefer conventional filling, matching pens with our one-stroke "Touchdown" filling device are available to match the "500" and "800" models. Prices are \$5.95 and \$8.95.

Popular Price Promotion

Colorful point-of-sale materials, including a window display kit, two new counter merchandisers and self shipper counter displays have been developed to

enable the Popular Price Division's customers to focus storewide emphasis on Father's Day, Mother's Day and school graduation. Marketing Director Michael Keith pointed out that gift buying for these occasions now totals over \$3 billion annually.

The assortments and profit packs feature redesigned models of our \$1.95 Reminder clip ballpoint, \$2.95 cartridge fountain pen and \$1.95 mechanical pencil, which matches both types of pens. Special deals are also available on Skrip cartridge five packs, utilizing our all-metal counter dispenser.

New point-of-sale aids include a two-tier pilfer-protected counter merchandiser for displaying 24 Reminder clip ballpoints. A 25th free pen is attached to the merchandiser along with a writing pad so consumers can test write. Another new merchandiser includes 12 \$1 economy cartridge pens bubble packed on cards and 12 five-packs of Skrip cartridges skin packed on cards.

New deals, as well as refill deals, are offered for the popular "Gift Center" revolving counter merchandiser, first introduced last year and soon completely sold out. Gift-boxed pens and sets snap onto the merchandiser to protect against pilferage while providing maximum customer convenience.

IN Metal Fab, are (left to right) guide Helen Hartley; Joel Kobrin, Syracuse, N. Y.; Jim Hamill, Pittsburgh; Lamar Murray, New Orleans; Bob Wehrman, Tampa, Fla.; Harold Garrett, Peoria, and Department Manager Herb Sirois. Seated is employee Donna Keester.



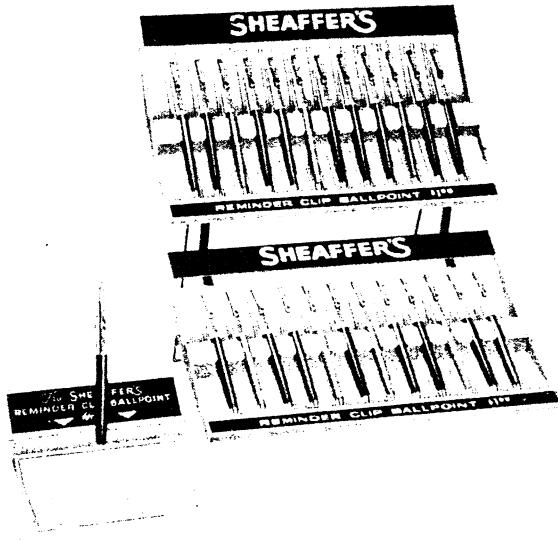
THE merchandising and sales service firm of B. R. Martin Associates is working with the Retail Division on in-store marketing programs in 54 key cities. Representatives of the firm toured the plant last month. Left to right are guide Mary Horn; Eileen Peters, Chicago; Audree Wiesmeyer, Denver; Mary Wilson, San Francisco; Foreman Bud Metzinger; Ann Shirley, Atlanta, Ga. Employees shown are (seated, left to right) Helen Kokjohn, Arlene Bergmeier and Eileen Logan.



A HIGHLIGHT of the Retail Division sales meeting was a "This is Your Life" presentation in honor of Hunter Farnsworth (center), who was retiring after 37 years of service. Mrs. Farnsworth was brought to Fort Madison from their home in North Carolina for the occasion. With them is Sales and Trade Relations Manager Greg Foy, who served as emcee.



TWO dozen of our \$1.95 "Reminder" clip ballpoints are displayed in this new pilfer protected counter merchandiser. A 25th free pen is attached to the merchandiser along with a writing pad, so customers can test write. The merchandiser was introduced as part of the Popular Price Division spring program and is free with a ballpoint assortment. Ten new merchandise deals have been announced by the division to assist wholesalers and retailers in achieving maximum profits from spring gift occasions.



Spring Ad Schedule

The spring advertising program for Retail, Popular Price and Specialty includes six national magazines, newspapers in 66 top markets, seven magazines in the youth and educational fields, a national newspaper and 25 trade publications.

The campaign combines national coverage with market by market penetration. Primary objectives are to introduce new Retail products for the spring gift season, increase Popular Price acceptance in the youth market, and emphasize the advantages of our quality products in the premium and advertising specialty fields.

The schedule began in March and continues into July.

Magazines include Look, National Geographic, Time, Newsweek, Sports Illustrated and the New Yorker. Nine

four-color insertions and one black and white insertion are scheduled during April, May and June. In addition to new models, the ads emphasize our wide selection of desk sets.

The newspaper schedule, concentrated in May, will include both Sunday and daily editions, with use of four-color ads to increase impact in local markets. In addition, there are 21 insertions scheduled in all regional editions of the Wall Street Journal from March through July.

Youth and school publications include Senior Scholastic, Junior Scholastic, Scholastic Roto, Young Catholic Messenger, Catholic School Journal, Grade Teacher and Instructor.

In-Store Marketing Program

The Retail Division has launched an in-store marketing program in which it is working with key dealers across the nation. Objectives are to develop more effective display for our prestige merchandise and provide sales training for store personnel.

The program is an extension of that used in 10 cities in the North-Central Region last fall and Christmas. B. R. Martin Associates of Chicago, a merchandising and service promotion firm with representatives in all leading markets, is again assisting the Division. This year, 54 cities are being covered.



THIS AD, in four colors, announces the Retail Division's new cartridge fountain pen products. It will appear in Look Magazine. Reproductions of it are also being made available to dealers for use as window and counter cards.

The Question Box

Question: "Do you favor lower tariff barriers and freer trade with other nations?"



JOEL KOBRIN, Syracuse — Yes. This will create keener competition and help other countries become more economically self-sufficient.



PAUL HARTLEY, Cleveland — Yes. Being a strong believer in free enterprise, I believe lower tariffs and freer trade with other nations should be attained gradually. However, the government must allow us to be more competitive and not hinder us with heavy taxes.



NORMAN GOTTWIG, Billings, Mont. — Yes, providing a co-operative tariff could be established enabling international control.



PAUL COSTELLO, Boston — There are many instances where economic conditions warrant lower tariffs and freer trade. I believe a flexible policy should be adopted which would allow for needed adjustments.



RICHARD BROWN, Columbus, Ohio — I believe in a flexible policy that would encourage international trade, but still keep American industry competitive.



KEN MATTSON, Los Angeles — Yes, provided we have effective trade agreements that are reciprocal.

W. A. SHEAFFER PEN COMPANY

301 Avenue H
Ft. Madison, Iowa
Return Requested

M. Nadine Cochran
1323 Ave. D
Ft. Madison, Iowa

Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12

-- Service Anniversaries --**- 5 YEARS -**

Donald Berrier Traffic
J. K. Braithwaite Sales, England
R. L. J. Brown Sales, England
Patricia Fry Sales Office, England
Harold Garrett Salesman
Alfred Holt Sales, England
Boneta Kuschel Ballpoint
Alexandra Lawrence Dispatch, England
James McKeown Salesman
Eleanor Niggemeyer File
Judith Northup Plating
William Sullivan Salesman
Teresa Super Finance

- 10 YEARS -

Pauline Berlila, Jr. Cafeteria
Monique Marshall Data Processing
Effie Perry Cafeteria
James Sweezer Safety & Security
Irene Warson Cafeteria

- 15 YEARS -

Clinton Dodds Engineering
Dorothy Gorrell Customers Accounts
Gladys Herron Desk Set
Dave Hug Engineering
John Rea Metal Fab
Pauline Reuther Quality Assur.
—Molding
Ettore Serangeli Credit

Virginia Spring Traffic
Ernest West Drafting

- 20 YEARS -

Robert Clark Development
James Comstock Molding
Roger Croll Plastic Fab
Ralph Frye Metal Fab
Fred Galbraith Metal Fab
Arthur Lowe Molding
Kenneth Miner Quality Assurance
Sophia Sacasky Shipping
Velda Schrepser Plastic Fab
Wilbert Seigfried Plastic Fab
Helen Vass Service
Walter Watson Molding
Marie Yoder Pen Point

- 25 YEARS -

Lee Ross Development

- 35 YEARS -

Harley Brown
Plating

**Sheaffer Good Neighbors . . .**

Reese Schmidt, Laboratory, is currently president of the Fort Madison School Board and has been a

member of that group for three years. He is also on the board of the Dry Dock, Fort Madison's Youth Center, and a member of the Fort Madison Council of Churches.

An analytical chemist, Reese is a member of the American Chemical Society, the American Association for the Advancement of Science and the Iowa Academy of Science. He has been an employee for 15 years.

Hobbies include photography, fishing and electronics, he reports.

He and Mrs. Schmidt (Leona) have five daughters and nine grandchildren.

**Editor's Notebook**

SILVER ANNIVERSARY — In March, our subsidiary, Maico Electronics, began official observance of its 25th year in business. In a letter to Maico dealers, President John Kojis said: "During the past quarter of a century, we have seen many hearing aid companies come and go. Today, you can count on the fingers of one hand those that started in business when we did and are still in business. To me, this is a tribute to the entire Maico organization . . ."

* * *

ADS OVERSEAS — Beginning in June and continuing through February, 1963, the International Division will run a series of ads in 11 leading overseas publications. "Reminder" clip ballpoints and the Division's "Imperial" line will be featured.

The publications include the international and Spanish editions of Life, five editions of the Readers Digest, the Asia edition of Time, Asia Magazine (Far East edition), Hablemos and Vision (both Spanish).

* * *

DISTAFF BOWLERS — New officers of the Women's Bowling League are Agnes Manka, president; Kay Fish, vice-president; Betty Chock, secretary-treasurer, and Carol Walker, sergeant-at-arms.

Pen Point repeated as team champion for the 1961-62 season with 40 wins and 20 losses. Team members include Del White, Iris Mansheim, Rosemary Van Strander, Betty Chock and Lorena Wilcox.

Top averages were chalked up by Lorena, 171; Betty Chock, 156; Martha Krow, 153; Agnes Manka, 134; and Lorene Clark, 129.

SHEAFFER'S
REVIEW

Vol. 14 March-April No. 9

Published in Fort Madison, Iowa,
U. S. A., for

W. A. Sheaffer Pen Company People
Throughout the World

Member: Iowa Industrial Editors'
Association
International Council of
Industrial Editors

EDITOR - - - DICK PRIEBE

Sheaffer Review

SWING
YOUR
PARTNER



SHEAFFER'S *Review*
MAY - JUNE 1962

On The Cover

The whirling groups on the cover are members of the Sheaffer Penafours, an organization dedicated to fellowship, good fun and the art of square dancing. Long popular with both young and old, square dancing has outlived a host of fads, as typified by the latest exercise in muscle contortion called the Twist. For additional pictures and information on square dancing at Sheaffers, see page 6.



Editor's Notebook . . .

HOW TO PEN A FISH TALE—The following incident was related in a recent column of Kent Chetlain, sports editor of the Bradenton, Fla., Herald:

"George Schenck, operator of the Marlena Motor Court, encountered an 'one for the book' experience recently. While fishing, he reeled up a 12½-pound black grouper that had something stuck in its throat. Upon pulling it out, Schenck discovered it was a undamaged Sheaffer fountain pen."

"After wiping the slime off the pen, he unscrewed the top and found that it not only still had ink in it, but the pen wrote perfectly. Not only must this be a million-to-one shot, but it is quite a testimonial for the pen . . ."

(Continued on page 8)

President's Report

IN THE April WASPCO Council meeting, I reported that our scrap loss during the last fiscal year amounted to \$295,000.

A figure of this size is impressive in itself. It amounts to about \$200 for every employee here in Fort Madison. It's about the profit we make, after taxes, on sales of \$6 million.

But the most significant thing about scrap loss is that it's a cost we can do something about, unlike such cost items as supplies, taxes and depreciation, where our control is limited. We can sharply reduce this \$295,000 item, which takes sales dollars that would otherwise become profit.

* * *

Right now, in our nation's capitol, a whole host of laws are being discussed that will, depending on the outcome, have a deep and lasting effect on our company and on every business enterprise in America.

Here's a brief summary of just two actions that can determine how well and how successfully we'll operate in the months ahead:

TAX LAW—The U. S. Senate is now considering a tax bill passed by the House that would, among other things, enable business to subtract from tax payments 7 per cent of the cost of a wide variety of new equipment. The purpose is to make it easier for business to modernize by replacing obsolete equipment; at first glance, the provision may seem a good one.

However, most businessmen are opposed to it. The reason is that this represents a plain subsidy rather than a basic change in the tax laws. Businesses that presently have a lot of old equipment would be favored; those who have kept their plants modern in spite of heavy costs would be penalized. Additionally, the percentage allowance could be changed at will.

To illustrate this depreciation problem, it may easily cost us \$30,000 now to replace a machine that cost \$10,000 originally. Since we haven't been able to set aside nearly enough to buy the new machine, we have to make up the difference out of profits.

This happens constantly—to us and to every company in America. Other industrial nations in the world, with whom we compete, have far more liberal depreciation allowances than does the United States. Their plants are becoming highly modern and efficient. In

contrast, it's now estimated that about \$100 billion worth of tools need replacing in America because they are out of date. It's apparent to most businessmen that a gimmick in the form of a tax credit won't begin to do the job of helping us to grow, modernize, compete and provide more jobs.

Instead of a subsidy, more flexible depreciation rates would enable us to set aside the money we need for new equipment and, at the same time, would put every industry and every company on the same footing.

* * *

Tariff on imports into this country of fountain and ball-point pens will soon undergo the first of two reductions. When the second follows next year, duties will have been reduced 20 per cent.

In addition, the Trade Expansion Act now being considered in Washington could result in a further reduction of 50 per cent.

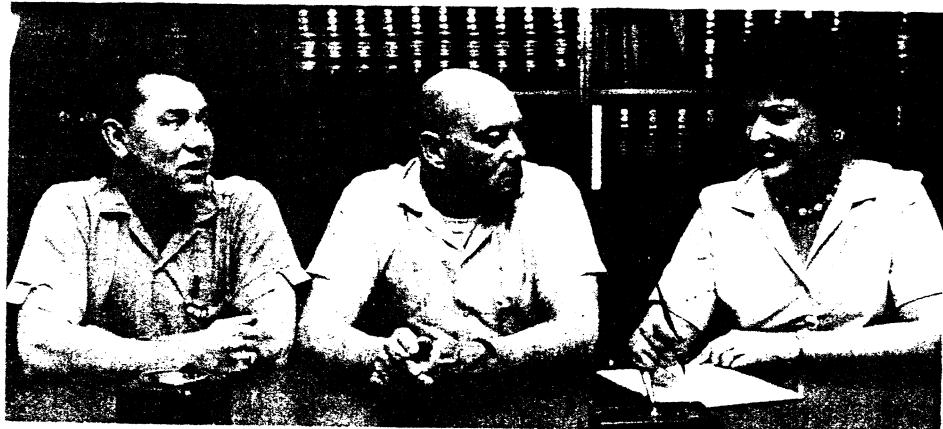
Imports have never been a severe problem for our industry, but the American market will now be much more attractive to overseas producers, whose labor costs are far below those in this country. The 20 per cent reduction will allow many to compete with us even without passage of the Trade Expansion Act.

Recently, representatives of American writing instrument companies, including Leon Black, our vice-president of International Operations, met with personnel of the Department of Commerce to determine where the industry stands in the move to lower tariffs and encourage free trade.

The questions largely concerned how American businesses can meet overseas competition in the face of high taxes, the unrealistic depreciation allowances I mentioned earlier, etc.

These are questions on which we must have answers—and action—if we are going to face tomorrow's competition with any confidence that we can hold our own.

L. Sheaffer Jr.



Activities Committee Sets Year's Program

A PROGRAM of events for the coming year has been approved by the new employee activities committee, whose members include (left to right) Harold Mehl, vice-chairman; Wayne Hughes, chairman, and Joan Gross, secretary-treasurer. Activities include softball, bowling, golf tournament, Travel Club, Rodeo float, bingo, picnic, smorgasbord and square dance club.

News from Canada . . .

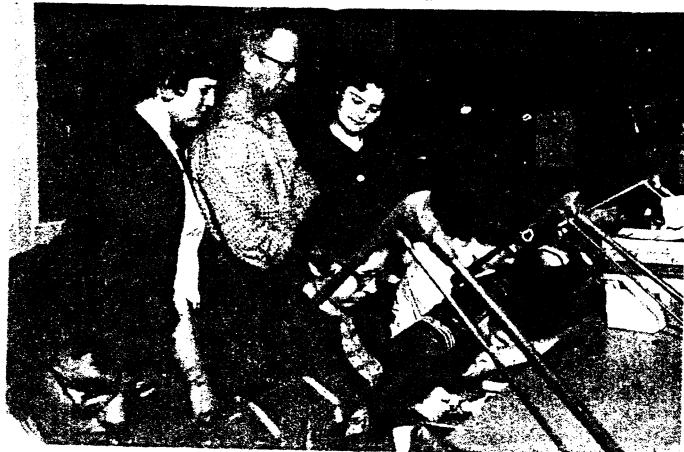
Successful Open House Held



A HIGHLY successful open house was held recently at the Canadian plant in Goderich, Ont. Community leaders toured the plant, met company officials and had coffee, doughnuts and cake in the cafeteria. Above, Pres. Clyde Everett greets visitors in the front lobby.

Public Relations . . .

Five Employees Selected for Guided Tour Program



FIVE employees have been added to the carefully selected list of company guides. The pictures above were taken during training sessions conducted by the Personnel Department. In the left picture, the new guides are Linda Conradt, File Department (left), and Darlene Hatala, International, with special tour guide Milt Danley. Other employees (seated, left to right) are Rosalyn Johnson,

Girls Form Softball Team



SHEAFFER girls have formed a softball team again this spring and began practice sessions last month. Members are (back row, left to right) Mary Anders, Margaret Kramer, Pat Corson, Del White and Phyllis Johnson; and (front row, left to right) Doris Martin, Kathy Brent, Judy Rider, Vonnie Londrie, Linda Barton, Darlene Rudicil and Jackie Boecker. Not present for the picture were Dottie Tucker, Judy Tucker, Cathy Phillips, Joyce Rider, Harlene Hudson and Jerry Ann Ward. The coaches (foreground, left to right) are Mike Anderson, Al Ray and Mike Daugherty.



Hazel Jo Humphrey, Judy Brune and Jean Scott. In the right picture, the new guides are (from the left) Kathy Smith, Pen Point, and Margaret Leffler and Sylvia Cochran, both of Plastic Fab, with special guide Carl Hundt. Seated are Peggy Brown (left) and Virginia Leininger.



LEFT to right in Metal Fab are foreman Paul Wilmesmeier; Kirk Hazlett, Minneapolis; Bert Haas, Cleveland; Fred Conrad, Maywood, Ill.; Vern Brower, Fremont, Calif., and guide Ray Magel. The employee is Viola Hannak.



WITH guide Walt Schmidt (left) are, left to right, Kenny King, Fort Worth; Ron Gray, Independence, Ky.; Gary Stone, Westminister, Colo.; Chuck Kelshan, New Orleans; Jack Trapp, Des Moines, and Russ Best, Ojai, Calif. The employee is Forrest Ketcham.

Popular Price Division . . .

Sales

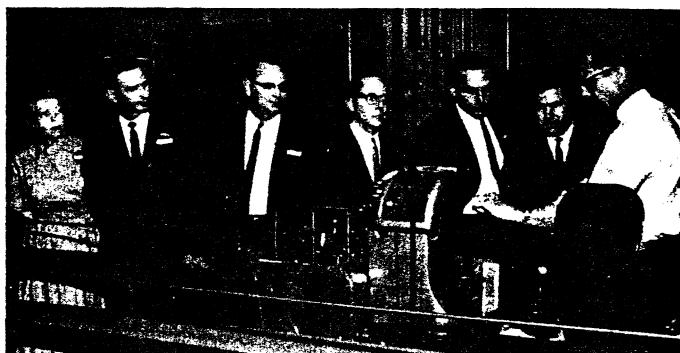
Meeting Highlights

The second national sales meeting of the Popular Price Division, held in Fort Madison this spring, featured a wide range of reports that show the division's rapid progress in the high volume mass market. Plans for the fall back-to-school program were reviewed. (A complete summary will be included in the next issue of the Review.)

Plant tours to acquaint sales representatives with latest production methods was again a main item on the program. One of the television shows on which the division will advertise in the fall is American Bandstand, and the star, Dick Clark, made a surprise appearance at the meeting.



LEFT to right are David Boyes, New Orleans; Darrell Patton, Kansas City, Mo.; supervisor Rollie Hensley; guide Milt Danley, and Mike Faverty, Salt Lake City. Seated are employees Loretta Schulte (left) and Louise Grossenkemper.



WITH guide Thelma Emerson in Pen Point are (from the left) Art McDow, Dallas; Harvey Tyndall, Whittier, Calif.; Boyd Zook, New York City; Paul Beattie, Manchester, N. H.; Bill McBurnie, Pittsburgh, and foreman Clarence Weibrenner.



LEFT to right are Jay Reimers, Port Washington, L. I.; Ellis Hines, San Antonio; Leon Hartline, Mathews, N. C.; Jim Sheeran, Milwaukee; Bob Pauley, Cincinnati, and foreman Floyd Hancock.



TV STAR Dick Clark, a surprise guest at the sales meeting, looked over packaging operations for Popular Price products with Marketing Vice-President John Sheaffer. The interested onlookers are (left to right) Carolyn Estes, Rosanna Strayer, Beulah Amons and Nancy Holtkamp. The Popular Price Division will be one of the advertisers on Clark's television program, American Bandstand, beginning in the fall.



The Pen Point team repeated as champion in the Women's Bowling League with a 40-20 record. Members are (left to right) Lorena Wilcox, Betty Chock, Rosemary Van Strander and Del White.

Engineering took top team honors in the Men's League, posting 40 wins against 23 losses. Members are (left to right) Joe Peacock, Ken Mason, Harold Billman, Bob Consbrock, Oliver Schmidt and Gene Wisbey.



Bowling Champs and Personalities



Men's League individual winners were Bill Orr (left), high game, 239, and series, 599; and Rollie Hensley, high average, 172.



Individual titles in the Women's League went to (from the left) Sally Mansheim, most improved bowler; Jean Bell, high series with handicap, 613; Lorena Wilcox, high average, 171, and high game, 235.

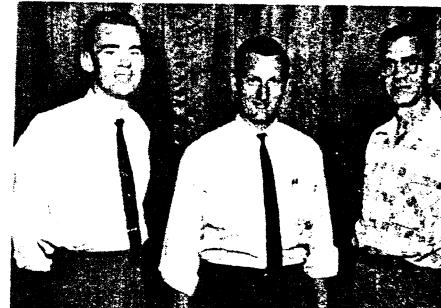


Officers of the Women's League for the 1962-63 season are (left to right) Betty Chock, secretary-treasurer; Agnes Manka, president; Carol Walker, sergeant-at-arms; Kay Fish, vice-president.



The Service team won the Men's Tournament title with a 2968 series, 30 pins better than second place Engineering. Members of the quintet are (left to right) Wayne Hughes, Les Moore, Ralph Newby, Frank Myers and Bud Weber.

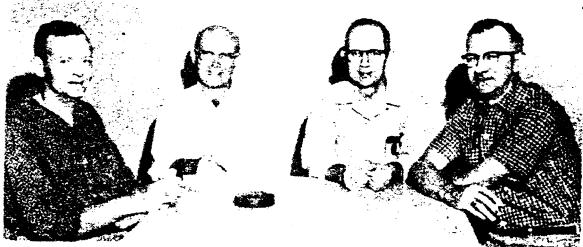
New Brunswick bowling balls, donated by the Vulcanized Rubber & Plastic Co., were presented to Betty Chock (second from right) and Ken Mason (second from left) for having the top averages among league members who had not previously received the award. Presentations were made by Joanne McKeever, vice-president of the Women's League, and Lowell Andrews, president of the Men's League.



Individual honors in the Men's Tournament went to Oliver Schmidt (left) and Ken Mason (center), who won the doubles with 1317, and to Henry Bartlett, who took the singles title with 716 and the all-events with 1894.

Sheaffer Penafours . . .

New Club Adds Square Dancing to Employee Activities



Officers of the newly formed "Sheaffer Penafours," employee square dancing club, are (from the left) Bob Brinkschroeder, social chairman; Dutch Weaver, president; Darwin Clithbert, secretary-treasurer, and Fred Hetzer, vice-president. The club began its weekly square dance sessions last winter and is the idea of Les Warson, a veteran square dancer who serves as caller and teacher. Meetings have been held at the Clubhouse (see picture) but are being switched to Rodeo Park for the summer. A new class for beginners will be started in the fall.



Spotlighting Sheaffer Jobs

(ED. NOTE: A finished writing instrument is the result of hundreds of separate operations, performed by many employees. Each requires particular skills and is vital in its own special way to the quality of the final product. This is the fifth of a series that describes the jobs in this production chain which, together, create quality Sheaffer writing instruments.)

Precise tests and measurements of ballpoint units are conducted to insure top writing qualities (left picture). Employee Helen Spring is using a precision microscope to measure the portion of the writing ball that extends beyond the tip. This measurement is made following a writing test and determines the amount of wear that has occurred. The entire diameter of the writing ball is .03125 of an inch and less than one half of it is exposed. The microscope measures accurately to

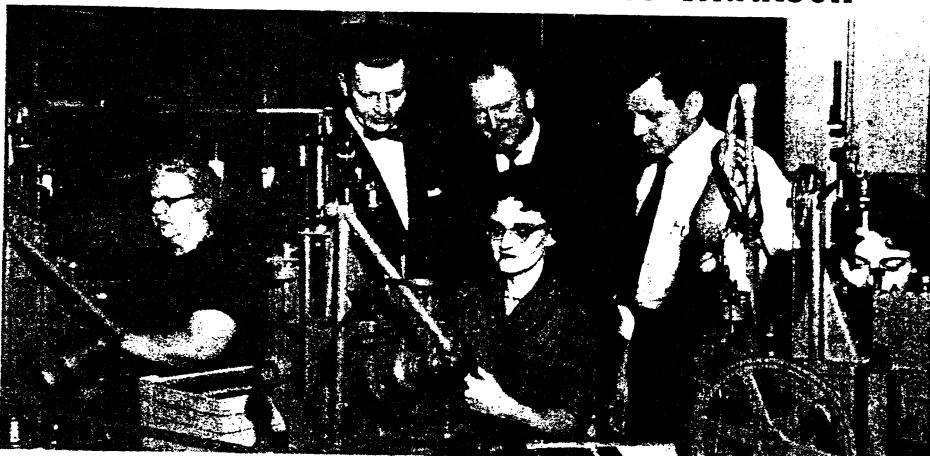
.0001 of an inch. Other tests are conducted on a writing machine (partially shown in foreground). The writing units are weighed carefully (to .01 of a gram), placed on the machine and then removed regularly and re-weighed. From this test, good and bad writing characteristics can be determined.

A Rejafix machine (right picture) is used by employee Dixie Wilhelm to print the code, price and gradation of points on our products. It utilizes an offset printing process in which the ink is transferred to the product as it rolls across a rubber pad. The ink is quick drying and can be rubbed off easily by the customer. Over 450 dies are used to label our current product line and various point gradations. From 9,000 to 10,000 labels are printed each day. This process eliminates the need for separately printed labels and is about three times faster than previous methods.



International News . . .

Swedish Dealers Visit Fort Madison



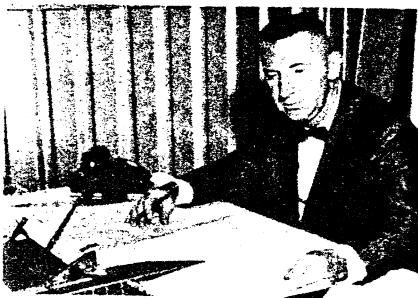
TWO Sheaffer dealers from Sweden were visitors in Fort Madison recently. They won a trip to the United States as top prizes in a window display contest conducted by our distributor in Sweden. Besides Fort Madison, they also visited Chicago and New York. Shown with special tour guide Carl Hundt, they are Sven Erik Moller of Karlstad (left) and Sven Erik Carlsson of Halmstad. The employees (seated, left to right) are Erma Schmicker, Mary French and LaVina Rauenbuehler.

Management Club Names Officers



New officers of the Management Club for the 1962-63 year are (left to right) Wayne Mitchell, secretary-treasurer; Dick Priebe, chairman, and Norb Harmeyer, vice-chairman.

Sheaffer Good Neighbors . . .



Don Berrier, chief pilot for the company, has been active in the Junior Chamber of Commerce for several years and was recently elected president of the Fort Madison Chapter.

ter for 1962-63.

Flying is, of course, one of Don's favorite pastimes, although boating and dancing also rank high on the list. He is a member of the Antique Airplane Association, the Aircraft Owners and Pilots' Association and the Experimental Airplane Association.

Recently, Don received an award from the National Business Aircraft Association for having flown 1,145,023 accident free miles.

He and Mrs. Berrier (Marlyn) have a daughter, Paula, 9.

The Question Box

QUESTION: "What should be our course of action with regard to Cuba and Berlin?"

JOSEPH BURCH, Service -- I wish I had a definite answer. We will have to at least hold on to what we have in Berlin. As for Cuba, the best we can do is to keep communism from spreading to other South American countries.



CECILIA ALBERTS, Steno — We should continue as we have been doing. It is our duty and privilege as a free nation to help and protect those who cannot help themselves. For a free world we must fight communism in any way possible.



MARTHA RICKELMAN, Shipping — Stand firm on both issues. Use good diplomacy, and in time it will all work out.



NORMA KLOPFENSTEIN, International — Support the Nationalists in Cuba and remain in Berlin.



LUCY PARKS, Data Processing — Use the surplus foods we have to feed the hungry people of Cuba and Berlin. I think that would help because "Hunger breeds belligerence."



MAURICE STRUNK, Ballpoint — Our course of action should be to keep the United States strong and free, so that the people of Cuba and Berlin will want to follow our way of living. Keep the U.N. strong.



W. A. SHEAFFER PEN COMPANY

301 Avenue H

Ft. Madison, Iowa

Return Requested

M. Nadine Cochran**1323 Ave. D****Ft. Madison, Iowa****Bulk Rate****U.S. POSTAGE****PAID**Ft. Madison, Iowa
PERMIT No. 12

25

*-- Service Anniversaries --***- 5 YEARS -**

Betty Frisbie Metal Fab
 Louise Grosenkemper Ballpoint
 Maurice Strunk Ballpoint

- 10 YEARS -

Leo Brown Service
 Lester Callaway Tool & Die
 Richard Crawford Marketing
 Viola Felhofer Safety & Security
 Kathryn Foglesong Pen Point
 Irene Groene Service
 Geraldine Herold Skrip
 Bernice Mehmert Metal Fab
 J. J. Reiners Salesman
 Richard Schwarz Tool & Die
 Stephan Steffensmeier Occupancy
 Rosalie Turner Pen Point
 Dale Yantis Tool & Die

- 15 YEARS -

Rose May Briggs Payroll
 Waldo Crile Credit
 Ethel Davis Shipping
 Clyde Everett President, Canada
 Stan Fairlie General Services
 Frank Feiertag Fireman
 August Kuester Addressograph
 Opal Slagel Skrip
 Irene Stephenson Lab

- 20 YEARS -

John Cruikshank Molding
 Elmer Davis Plating
 Adelbert Fraise Screw Machine
 Lura Gruber Plastic Fab
 Cecil Hamilton Desk Set
 Ethel Krebill Plastic Fab
 Wesley Krehbill Plating
 Louis Kuhljuergen Machine Tooling
 Dorothy Lamb Pen Point
 Archibald Millmier Molding
 Virgil Mosher Maintenance
 William Mutter Molding
 Florence Proenneke Plastic Fab
 Jack Stowe Quality Assurance
 Ralph Wendling Development

- 25 YEARS -

Joseph Cullen Machine Tooling
 Floyd Funkhouser Pen Point
 Della Haessig Q. Assur.-Skrip
 Paul Hartley Salesman
 Irene Helling Service

Norma Klopfenstein Subsidiary Operations

Paul Riley Development

Zelma Schutte Pen Point

Herb Sirois Metal Fab

Lois Van Ausdall Q. Assur.-Metal Fab

Charles West Marketing

Joe Zumdome Maintenance

- 35 YEARS -

Mary Magel Pen Point

Norma Rude Pen Point



Fred Fochring
Pen Point



Harry Wallis
Manager, Plant 2



John Bergthold
Plastic Fab



Melvin Van Winkle
Maintenance

- 40 YEARS -

Eletha Faye Green
Pen Point

*Editor's Notebook**(From page 2)*

Maybe this is how some of those skindiving shows on TV are written. There's nothing like hiring an expert to do the scripts. And even a black grouper knows a good pen when he sees it.

* * *

BILLIONS COME AND BILLIONS GO—Whenever Congress debates starting a new government program, or expanding present ones, the cost is measured in terms of millions, or billions, of dollars. To all but a handful of taxpayers, these figures are much too large to have any real meaning.

However, since the government has to collect money from us to pay for everything it does, from foreign aid to buying a pair of socks for an army draftee, we ought to have some idea of what an astronomical figure like a billion means so far as our pocketbooks are concerned.

Here are a few guideposts:

Federal spending in the next fiscal year (starting July 1) will amount to about \$500 for every man, woman and child in this country.

Total government spending (federal, state and local) in the current fiscal year is expected to hit over \$3,000 for every U. S. family.

Every time the federal government adds a billion dollars to its spending, it costs an average of \$18 for every family of four. Or, for every billion in spending on which we taxpayers turn thumbs down, these families have \$18 more to keep for themselves.

SHEAFFER'S**REVIEW**

Vol. 14 May-June No. 10

Published in Fort Madison, Iowa,
U. S. A., for
W. A. Sheaffer Pen Company People
Throughout the World

Member: Iowa Industrial Editors'
Association

International Council of
Industrial Editors

EDITOR - - - DICK PRIEBE

Sheaffer Review

SHEAFFER'S

Irving McSalle

Review

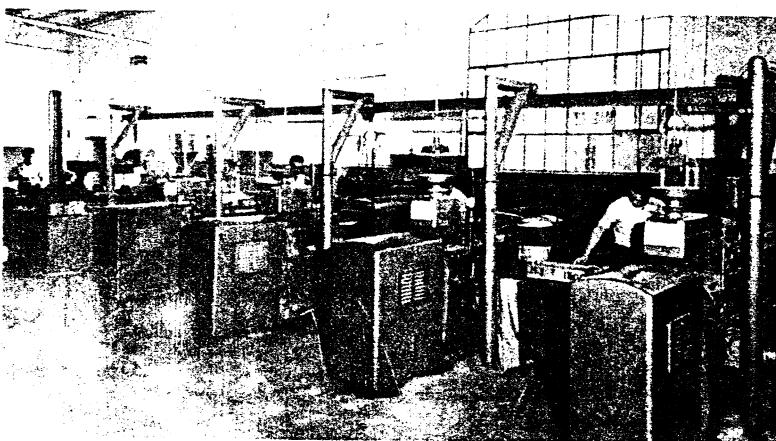
JULY-AUGUST 1962



Sheaffer Overseas . . .

Brazilian Plant Shows Rapid Progress

By Karl Dinnauer
Director of International Marketing



This picture of the molding area in the Brazilian plant illustrates the modern equipment and methods that have been installed since we began operations there four years ago. These German-made molding machines are now in around-the-clock production to help meet demand for our products in Brazil.

There are close to 100 people working in the Brazilian organization. The size of the factory itself would be about equal to the space we had in Mt. Pleasant but we are soon going to increase this by one-third. I think you will be surprised to know that the Brazilian plant produces more of its own parts than any other Sheaffer subsidiary. They design and make their own tools and dies, do all of their own metal stamping and drawing, do nickel, chrome and gold plating, and mold all of their own plastic parts.

A couple of Brazilian models differ completely from any of our domestic models. These are made especially to cater to Brazilian tastes and price. They also make an inexpensive pen called Rotary—it sells for 50 cents retail. As we gradually expand the number of Sheaffer models, it is likely that this pen will be eliminated from our line. Production of the Reminder clip ballpoint began a few months ago. A new line of desk sets, with marble bases similar to our line here, was introduced recently. The marble is purchased locally. This desk set is the first Brazilian Sheaffer product to carry the white dot.

Skrip writing fluid is a part of our Brazilian line and is bottled from concentrate shipped from here. The bottle has no top well because it is too expensive to make there. There is no cartridge pen in the line as yet. The high cost of the cartridge and distribution are problems that must be overcome before the cartridge pen can be manufactured in Brazil.

We have a self-sufficiency program under way where Brazil will eventually make its own feeds, nibs and ballpoint tips. This is necessary due

(Continued on page 8)

IN 1949, new import regulations made it impossible to ship any more merchandise from Fort Madison to Brazil. The government there not only wanted to save badly needed foreign exchange but wanted to speed up industrialization and foreign investment; restrictions were applied to just about every item. In the years following many of the largest firms in our industry made plans to set up local production facilities in Brazil. These included Esterbrook, Parker, Pilot of Japan, Compactor and Optimat of Germany, Bic-Waterman of France and about six or eight others.

In January, 1958, we bought out an existing company in Sao Paulo called Metaloplastica. This company was established in 1954 and made a line of inexpensive fountain pens. Our plan was to gradually convert the operation to Sheaffer merchandise. In Brazil, it is much more expensive and time-consuming to buy a piece of land, build a factory, equip it and train personnel than it is to take over and convert an existing firm. That's why we approached the problem in this manner.

It got off to a slow start because it needed on-the-spot direction and training of personnel in administration, sales and production by experienced Sheaffer people. It also needed and subsequently received financial support and additional equipment to accomplish the job we had in mind. I went down the latter part of 1959 and Ed Lawlor joined me in the summer of 1960 when our production manager suddenly died. It was a long, hard, uphill battle but today the Brazilian plant is producing good quality merchandise, has taken over the sales leadership in the country, is making a respectable profit and, I think, is on its way to a very interesting future.

Sales have increased 10 fold since 1949, and we expect that they will more than double again this

year. Two years ago the Brazilian plant was averaging only a few hundred pieces of Sheaffer merchandise per day. Today, daily production of Sheaffer merchandise averages well over 10 times that—all good quality merchandise.

On The Cover

The annual employee picnic invariably provides fertile ground for a Review cover picture. As every cameraman knows, children at play are among the best subjects in the world, along with animals, craggy mountains and pretty girls in bathing suits. The young lady who's wondering just how fast to go down the slide is four-year-old Cheryl Lynn Potsick, daughter of John Potsick, Molding Department. A visiting uncle, three-year-old William Gesling, who accompanied her to the picnic, is the smiling young man atop the ladder. Awaiting her turn is Christy Rippenkroeger, daughter of Butch Rippenkroeger, Plating Department.

SHEAFFER'S REVIEW

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EDITOR - - - DICK PRIEBE

Sheaffer Review

Plant Changes . . .

Three 10-Ton Molding Machines Moved to Plant 2



As part of the program to convert Plant No. 2 into a concentrated and efficient manufacturing, packaging and distribution center for popular price merchandise, three 10-ton injection molding machines have been moved there from the main plant. The entire production process for Skrip cartridges is now located at Plant No. 2.

Construction of additional warehouse facilities at Plant No. 2, another important step in the over-all program, was begun late in July.

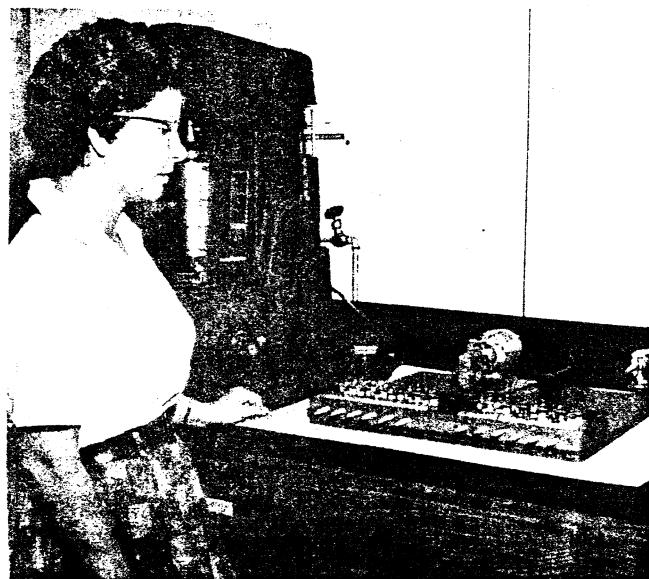
Employees shown in the picture are (left to right) Luther Schaller, Maintenance, Wilbur Brown, Engineering; Bill Westfall, truck driver, and Virgil Mosher, Maintenance.

Spotlighting Sheaffer Jobs

(ED. NOTE—A finished writing instrument and its sale are the result of hundreds of separate operations, performed by many employees. Each requires particular skills and is vital in its own special way to product quality and the success of our company. This is the sixth of a series that describes the jobs in this production and sales chain.)

Equipment in our laboratory subjects Sheaffer writing instruments to extreme tests to insure top quality.

One such device, shown below (left), tests the mechanism action of 12 Reminder clip ballpoints at a time, operating each 60 times every minute. Some



groups of ballpoints have been operated over 618,000 times by the device without showing unsatisfactory performance. The test simulates many years of customer usage. The employee is Mrs. Rozella Johnson.

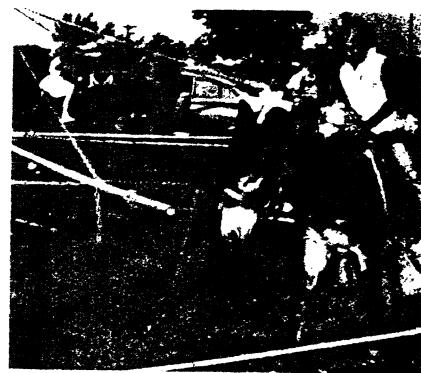
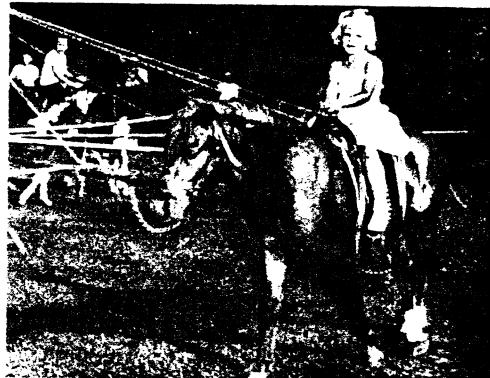
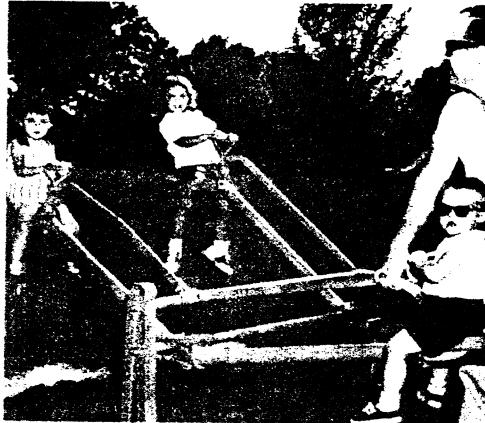
Order editors (right picture) are responsible for the prompt, efficient handling of all orders from dealers, which represents a key phase in the operations of any business. They read incoming orders, add any necessary information and direct them to the proper area. They also check shipping orders prepared in Data Processing against the original orders. And as a final check to insure customer satisfaction, they compare invoices against shipped orders. The employees (left to right) are Mary Wilmesmeier, Phyllis Frey and Phyllis Johnson.



Over 700 people, including employees and members of their families, attended this summer's annual picnic, held at Sheaffer Park. There were games, rides, refreshments, as the accompanying pictures show. They also reveal that the youngsters, as usual, were little daunted by the hot sunshine and humid air. Mom and Dad, if less lively, had fun too.

Annual Picnic . . .

Fun, Games and Rides



There was no shortage of customers for the rides.



Did someone say bingo?



How about that; another ringer.



How's this
for a
full load?



Members of the picnic committee included (from left to right) Harold Brandt, Volna Woods, Art Peitz, Al Zumdome, Bob Smith, Delbert Burdette, Alva Rudd, Bob Beckert, Bob Whitmore, Francis Dumenil, John Cruickshank, Leroy Burwinkel, Bob Hellige, Dale Kramer, Gilbert Weber, Rolland Fichtenkort and Elbert Nell. Busy elsewhere at the picnic when the picture was taken were Bob Sanders, Joe Harris, Herman Zumdome, Dennis Morrison, Les Burford, Bill Wiggenjost, Al Rhode, Loren Simmons, Joe Reichelt, Virgil Schumaker, Gurden Jarvis, Dale McMillen, Don McMillen, Art Lowe, Archie Millmier, John Potsick, Tom Laughlin, Carl Hendricksmeier, Milan Marshall and Chairman Malcolm Evans.

The Committee
takes a
breather

Sports . . .

Camera Review Of Men's Golf Tourney



John Sheaffer puts as (from the left) Powell Taapken, Ken Mason and Jim Schier look on. They were among 51 employees who participated in the annual Men's Golf Tournament.



The committee that planned the tourney, held in June at Judy's, included (from the left) Howard Frey, Frank Myers, Ralph Newby, Chairman Mike Daugherty and Dale Edlen.



Barney Barnes displays the championship trophy he won for the second consecutive year and, in picture at left, the golf form that enabled him to take top honors. Other winners shown are (from the left) John Montgomery, fifth flight; Cap Beckert, first flight; Wayne Mitchell, fourth flight, and Jim Emerson, third flight. Ed Senn, second flight winner, was not available for the picture.

Marketing Review . . .

'Scholar Dollar' Specials, 'Lucky Number Notebook' Assortments Highlight Promotions for Fall

NEW MERCHANDISING materials, two premium offers, a new product and a concentrated ad campaign highlight our campaign for the back-to-school season, which easily ranks as the second largest selling period for the writing instrument industry.

Popular Price Division

A special offer on a 12-inch Columbia LP record is a feature of the division's "Scholar Dollar" promotion. Called "Swingin' Sound," the \$3.98 record is offered for \$1 with coupons included in the promotion.

A \$1 ballpoint pen (see picture) has been introduced by the division and is combined with the \$1 and \$2.95 cartridge pens, \$1.95 Reminder clip ballpoint and matching \$1.95 balance pencil in seven new merchandise assortments, all of which include the special record offer.

All of the assortments come in compact counter displays with colorful headers that highlight the record offer.

Retail Division

The "500" \$5 cartridge pen is being made available to retailers in special "Lucky Number Notebook" assortments for the back-to-school season (see picture). Included free with each pen are two Skrip cartridges, a three-ring binder and a copy of our handwriting improvement booklet called "Three Easy Steps to Good Handwriting." Also included is a coupon with which the customer may purchase for \$1 the special Columbia record.

Six products, including the popular cartridge fountain pen, mechanical pencils and "Reminder" clip ballpoints, are being made available by the division with imprinted school or military emblems.

The imprinted merchandise is shipped with free revolving cone counter merchandisers that hold from two dozen to six dozen writing instruments and contain a colorful selling message. Window banners are also supplied to enable retailers to promote the imprinting feature.

Advertising

The fall campaign will open in September and will encompass magazines in the youth field, leading college newspapers, network television and publications for instructors.

Full pages or covers and full color will be used in Scholastic Senior, Scholastic Junior, Science World, Co-Ed, American Girl, Boys' Life, Scholastic Roto, Young Catholic Messenger, Grade Teacher, The Instructor and Catholic School Journal.

Television commercials will be used throughout the period on American Bandstand, Wide World of Sports and the Today show.

The college ad program involves insertions in newspapers in over 200 colleges and universities.

Displays, Ads Honored

The company was awarded a NOFA trophy for the best display of accessories at the 16th annual convention-exhibit of the National Office Furniture Association at the New York Coliseum recently.

Our display featured a series of nine vignettes by members of the American Institute of Interior Designers, calling attention to the new line of decorator-designed desk sets.

It was the only exhibit by a writing instrument manufacturer to receive recognition by the NOFA judging committee.

In addition, we have received two Herimes awards for excellence in advertising from the Chicago Federated Advertising Club. Named after the Greek god of communication, the Award trophies are the Chicago ad industry's equivalent of Hollywood's Oscars.

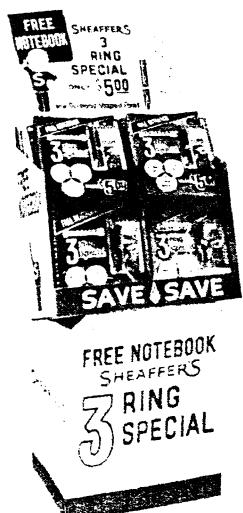
Two awards were presented for last year's series of one-column ads in Time Magazine and for our campaign in business magazines on commercial desk sets.



A \$1 ballpoint has been introduced by the Popular Price Division as part of a "Scholar Dollar" back-to-school promotion. This assortment, in self-shipping counter display, is one of seven merchandise deals in the promotion, all of which include a special offer on a \$3.98 Columbia LP record called "Swingin' Sound." The record can be purchased for \$1 with a coupon accompanying each pen.



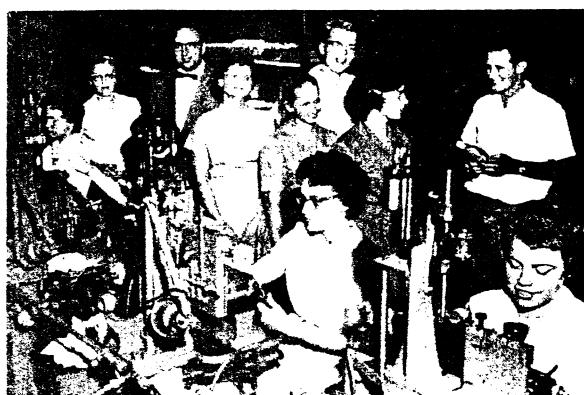
The \$1.95 Reminder clip ballpoint is another featured product in the "Scholar Dollar" promotion. It is available with the compact, pilfer-protected counter merchandiser shown here or on bubble pack cards which come with a self-shipping counter display.



The Retail Division's "Lucky Number Notebook" assortments for back-to-school are shipped in this colorful floor display carton. Each assortment contains two dozen "500" cartridge pens. A free three-ring binder and handwriting improvement booklet are included with each pen, as well as a coupon for purchasing the special Columbia record for \$1.

Foreign Exchange Students . . .

36 Visitors Tour Plant



A group of 36 foreign exchange students were our guests for lunch and a plant tour late in June. They were enroute to their native lands after spending a school year in various communities across the nation. With this group are (standing at the left) guide Lola Gares and Dr. and Mrs. William Pfautz. Seated (left to right) are employees Connie Schwartz, Mary French and LaVina Rauenbuehler.

The Question Box

QUESTION: Should we have family or community fallout shelters; or both?

E L A I N E SCHMIDT, Cafeteria—I think we should build community fallout shelters with necessary services to take care of all the population and not leave it up to individual choice. In addition to providing adequate protection, this would avoid conflict over shelter space.



JOHN BERG-THOLD, Plastic Fab—I feel that fallout shelters would be of little value in case of a nuclear war. However, a fallout shelter should be up to the individual family.



JOANN SCHILLER, Funds Accounting—I think family shelters would be best. But I think we should also have community shelters for those who would not have a family shelter.



WALTER WATSON, Molding—I think family and community fallout shelters would be alright if all families could have one. Or should we spend more money for defense against an attack from the enemy?

LETHA ST. CLAIR, Pen Point—Shelters would be of no great advantage as we do not know where or how wide an area a fallout would cover. Also, everything would be so contaminated most people would be affected from it anyway.



LARRY MINCER, Metal Fab—if a shelter must be built, a family shelter would be best. But in my opinion, the radiation would penetrate and destroy everything.

Police Officers . . .

Two From Ethiopia Visit Ft. Madison

Two officers from the Ethiopian police force spent two days at our Fort Madison plants early this summer studying various phases of document identification. Their special training in the United States was sponsored by the Agency for International Development. Shown with guide Pete Logsdon during a plant tour are Lieutenant Negash Wolde Michael and Lieutenant Bogale Edossa. Seated (left to right) are employees Rosanne Kokjohn, Margie Miers, Zelma Logan and Willa Gardner.



Regional Sales Offices . . .

Secretaries See Manufacturing Operations



Secretaries from two regional sales offices were brought to Fort Madison recently to tour our plants and observe first hand our manufacturing operations. With Marketing Services Manager Jim Emerson are Mrs. Dollie Van Diphorn (left), Chicago office, and Mrs. Helen Trimble, Los Angeles office. Seated is employee Jessie Older.

W. A. SHEAFFER PEN COMPANY

301 Avenue H
Ft. Madison, Iowa
Return Requested

Frank R. Lescher
1323 Avenue D
Ft. Madison, Iowa

Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12

-- Service Anniversaries --

— 5 YEARS —

Doris Dunning Pen Point
Leta Gordy Skrip
Charlotte Payne Credit

— 10 YEARS —

Joy Ball Plastic Fab
Glen Benda Tool & Die
Patrick Hoenig Screw Machine
Shirley King Plastic Fab
Marjorie Newton Service
Leland Scofield Salesman

— 15 YEARS —

Elma Fruchling Skrip
Evelyn Kuhljuergen Skrip
Robert Wehrman Salesman

— 20 YEARS —

Tom Berstler Tool
Charles Campbell Plating
Onyx Fogeland Quality Assurance
Norbert Harmeyer Production
Planning
Helen Holterhaus Metal Fab
A. H. Krieger Metal Fab
Vince Lucas Plastic Fab
Richard Mansheim Development
Floyd McMick Occupancy-G
Irvin Moander Engineering
Joseph Peterschmidt Occupancy-G
Gladys Piper Pen Point
Orville Richardson Metal Fab
William Schneider Shipping

Myrtle Thomas Plastic Fab
Harold Wagner Skrip
Marshall Wilkerson Maintenance
Loretta Wilkens Plastic Fab
Leo Zumdone Plating

— 25 YEARS —

Joseph Costello Pen Point
John Hauck Pen Point
Paul Pohlmeier Data Processing

— 35 YEARS —

Dorothy Merschman File
Lorraine Ping Plastic Fab



Delbert DeVol
Engineering



Stanley Shepherd
Marketing

— 40 YEARS —



Louis Koch
Credit

Sheaffer Good Neighbors . . .

Bill Orr, funds accountant in the Controller's Department, is a highly active member of Fort Madison's energetic Junior Chamber of Commerce. During the last year he worked on the organization's Manpower Committee for the Rodeo, and helped on the Jaycee curb stenciling and auto safety check programs. He was chairman for the Jaycee foreign exchange student benefit basketball game held last year.

An employee for just over a year and a half, Bill has already become one of the top scorers in the Men's Bowling League. An all-around sports participant, he also enjoys the

outdoor variety such as tennis, golf and softball.

He and Mrs. Orr (Dot) have two children, a boy and a girl.



Brazilian Plant . . .

(Continued from page 2)

to the extremely high costs of importing these parts. When this is accomplished, we shouldn't have to import into Brazil much other than raw materials and perhaps some nibs.

We now have our own sales offices and salesmen in Sao Paulo and Rio and are using large distributing firms in the outlying states.

During the past couple of years, we have made tremendous progress with our Sheaffer operation in Brazil, but I sincerely believe that we, just as Brazil itself, have only begun to scratch the surface of our real potential.

Della Haessig, Tom Lemon . . . Veteran Employees Retire

Veteran employees Della Haessig, Quality Assurance—Skrip Department, and Tom Lemon, Tool Room, retired June 30. Their combined service totaled over 55 years.

Della, who became an employee in 1937, says she plans to do a little traveling and to work at her hobby, which is growing African violets. New, larger filling machines and automatic conveyors were the biggest changes she noted in operations of the Skrip Department over the years. Improvements such as these and "the wonderful people I have met" constitute her most interesting experiences as an employee, Della says.

Tom, who joined the company in 1930, reports that he plans to visit old friends in widely separated parts of the country. "I have no special hobbies," he says, "but I do like to putter around in my garden. I raise a few vegetables and am very fond of my roses."

Changes have been so complete that it's hard to single out any one thing, Tom says.

He remembers the war time activities as his most interesting experience. "We switched over to war production and then back to peace time products, with no lost motion. Since then there have been continuous changes."



Tom Lemon